modern PHOTOGRAP

VEMBER 1954 PRICE 35 CENTS
CANADA

.ASH! A to Z—BEGIN NOW!

HOTO COURSE: HOW TO
IPROVE INDOOR PICTURES

ERBERT MATTER—
ORE THAN A PHOTOGRAPHER

IMPLEST DARKROOM SETUP

The finest 35mm camera value you've ever seen...

The New
Ansco Memar
Only **$39.50**

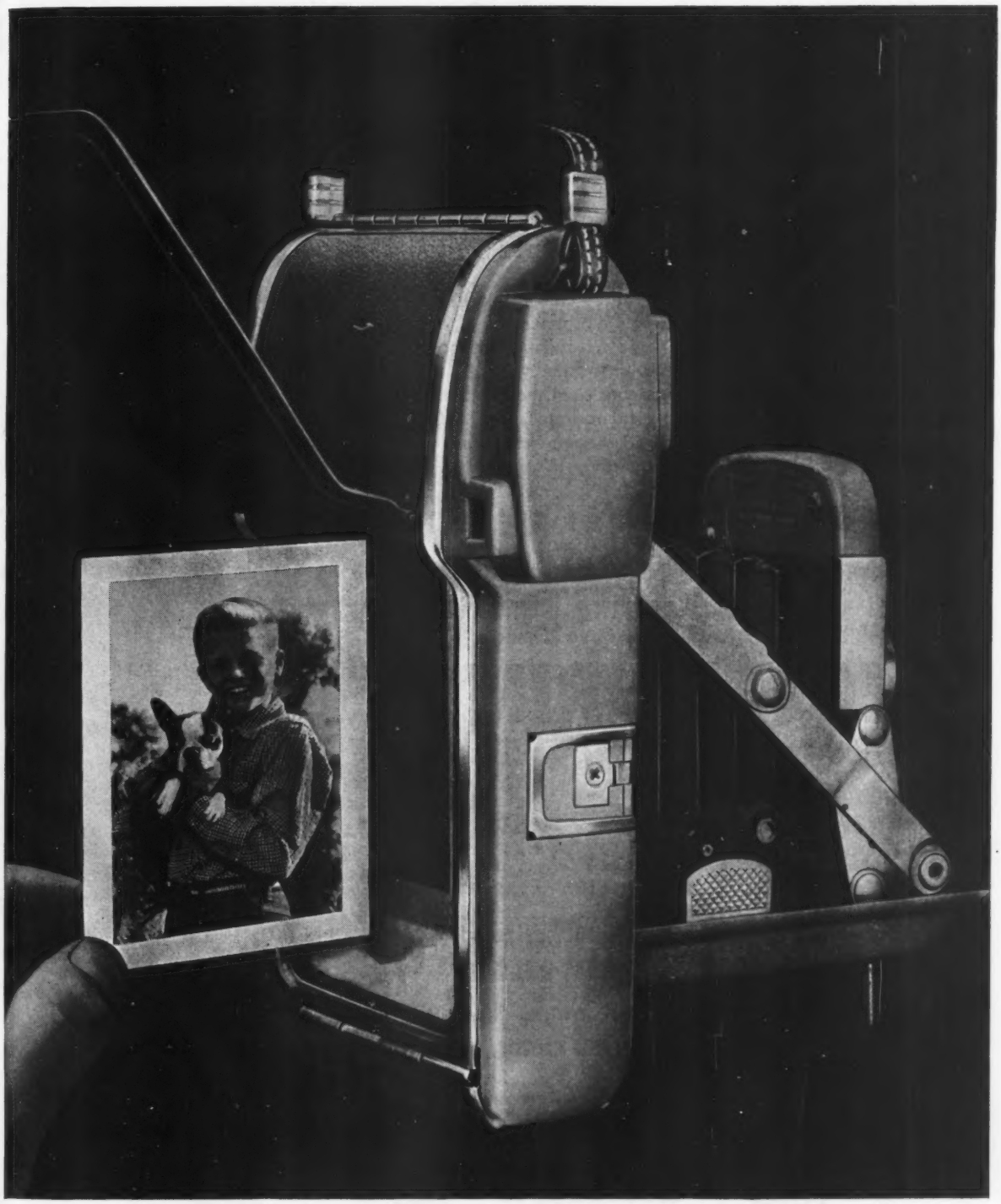
No other camera at near this price gives you all these important advantages

- Needle-sharp, hard-coated f3.5 Agfa Apotar lens that makes crystal-clear pictures in color or black-and-white.
- Dependable 1/200-second flash shutter that lets you take action pictures — indoors or out.
- Rapid-action thumb lever that transports film, sets shutter and advances film counter. Ideal for making rapid sequence shots.
- Double exposure prevention.
- Sturdy, die-cast metal camera body gives lifetime precision service.
- Smart good looks, with pebble-grain black cover and satin finish bright metal trim.
- Added picture-taking convenience of film type reminder dial, optical eye-level viewfinder, and built in accessory clip.

Ansco

Binghamton, N.Y. A Division of General Aniline & Film Corporation
"From Research to Reality."

See the Ansco Memar, Regent, Super Regent and Karomat 35mm Cameras at your photo dealer's.



How to take a picture 1 minute and see it the next! You are looking at the new Highlander—a smaller, lighter, lower-priced Polaroid Land Camera. It is a magnificent photographic instrument that not only takes beautiful pictures—but develops and prints them as well. With this camera in your hands, you are a magician, who can produce a finished picture in 60 seconds. You are a professional photographer, fully equipped to produce expert pictures—clear, sharp, lasting black and white prints—on the spot. Whether you own three cameras or have never even owned one, you will have to own a Polaroid Land Camera. Ask your dealer to show you this remarkable instrument. *the amazing* **POLAROID®** *Land* **CAMERA**

MODERN PHOTOGRAPHY (combined with Minicam) is published monthly by the Photography Publishing Corp., 33 West 60th Street, New York 23, N. Y. Reentered as Second Class matter at the Post Office at New York, under the Act of March 3, 1879; additional entry at Greenwich, Connecticut. Yearly subscription price is $4.00 in U.S.A. and possessions, $4.50 in Canada, $6.00 in Pan-American Union and Philippines. Elsewhere, $8.00. Single copies 35c; Canada 40c. Elsewhere, 75c. November, 1954, Vol. 18. No. 11.

CAPTURED!

All the original beauty of your precious transparencies faithfully reproduced as only LIFE COLOR can! You get custom-quality prints, individually color-controlled by the latest electronic equipment... compensated for over and underexposures! No other prints of their type are as consistently dependable, as carefully rendered as LIFE COLOR PRINTS. And a handsome, handy album is included FREE!

WALLET SIZE COLOR PRINTS

25¢ each

2½ x 3½	40c	5 x 7	1.25
3½ x 3½	50c	8 x 10	2.50
3¼ x 4	60c	11 x 14	4.95
4 x 5	75c	16 x 20	10.00

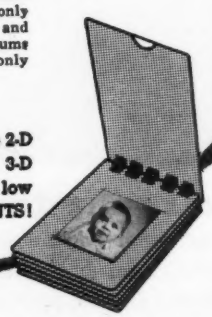
35mm COLOR DUPLICATES ONLY 25¢

ANSCO and EKTACHROME color rolls developed $1.00 each

THIS ALBUM YOURS FREE!

• Included with each order of 6 prints of only 1 size "Wallet," 2½x3½, 3½x3½, 3¼x4 and 4x5 sizes only. Extra individual blank albums to hold 6 color prints of the same size, only 50c each.

Stereo Fans! Now you can have 2-D Color Prints of your 3-D Transparencies, at the same low prices as other LIFE COLOR PRINTS!



All orders are returned by first class mail insured

No C.O.D., please

Minimum order $1.00

WRITE

LIFE *Color* LABS

Dept. M-11
204 Washington Avenue
Albany, New York

THE GREATEST BARGAIN ROUND-UP IN OUR HISTORY

STYLIZE AND PERSONALIZE YOUR CHRISTMAS CARDS

Now is the time to order the supplies that you need as our stock is usually depleted way before Xmas

KODAK AZO 4¼ x 5¼ Xmas Card Paper		KODABROMIDE DOUBLEWEIGHT Deckle or Straight	
25 sheets	$ .72	25 sheets	$ .76
100 sheets	2.28	100 sheets	2.36
500 sheets	8.95	500 sheets	9.67

Christmas Card Envelopes

per 100	$1.25
per 500	3.30
per 1000	5.40

MASKS

We have a very large and varied stock of Masks for all size Negatives with attractive appropriate sayings for only 79c. Write us for complete listing.

UNIVERSAL XMAS FOLDERS

We have made a terrific purchase of all Eastman Kodak Christmas Card Folders that were discontinued. They normally sell for 15c each.

Now per doz. 79c
per 100 ..... $7.50

Complete with envelopes.

The Brand New DORMITZER DB-1 Dry Battery Electronic Flash

Portable, weighs only 5 lbs. Size 7x8½x2½". Produces approximately 600 flashes per battery. Flash duration 1/2000 sec. Cycles 7 sec.

- Gives penetrating light output
- High output light pattern. Color is more accurate.

INCLUDES: Power Pack, Light Shutter Cable, Battery Bracket, Battery Case Mount. COMPLETE WITH BATTERIES. List $109.50

SPECIAL $77.50

FOCUSPOT FOR ROLLEI !

Makes focusing fast and accurate in dim light or total darkness. List $29.95.

SPECIAL $19.95

SAVE Eastman Kodak 8mm MOVIE OUTFIT

BRAND NEW BROWNIE PROJECTOR
• AC only • 300 watt • 1" f2. lens

USED BROWNIE MOVIE CAMERA
- Fast F2.7 ctd lens
- Economical 8mm Color

BOTH ONLY **87.00**

PROJECTOR ONLY $62.00

SAVE OVER 50% BINOCULAR SALE!

We are now offering the highest quality Japanese coated Binoculars, at real down to earth prices. These are not to be confused with the cheaper quality glasses that are offered at the same prices.

7x50	Individual Focus....	$25.50
7x50	Central Focus.....	28.50
7x35	Individual Focus....	24.50
7x35	Central Focus.....	27.50
8x30	Individual Focus....	20.50
8x30	Central Focus.....	23.25
6x30	Individual Focus....	18.50
6x30	Central Focus.....	21.50
6x15	Individual Focus....	11.50

Plus 10% Federal Tax

Genuine Leather Case Included

SAVE 33% SUN RAY

2¼ x 3¼ ARISTOCRAT ENLARGER DESIGNED FOR THE AMATEUR
- All negatives from 35mm to 2¼ x 3¼
- Lamp housing contains enlarging bulb and diffusing glass
- Pinpoint accuracy from lens fitted in precision focusing mount

Complete with lens and "Tuckaway" carrying case

List $14.95

Special **$9.95**

Portable H-F CRYSTAL BEADED SCREENS — SAVE 40%

Specially designed for Color and Black and White
Sturdy balanced construction
Compact folding for storage

Specially Priced H-F PROJECTION SCREENS

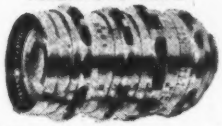
30"x40"	8.95
40"x40"	9.95
37"x50"	12.95
50"x50"	14.95

SAVE on a used POLAROID LAND CAMERA

Now! Take those pictures and enjoy the thrill of waiting a minute for the results.

List $89.75 **44.50**

SAVE $50.00 135 mm TRAVENAR Preset Coated f3.5 TELEPHOTO LENS



Here's the automatic pre-set diaphragm lens that retailed for $99.50

Will fit Contax D & S, Pentacon, Praktica, Praktiflex, Kine Exakta, and Exa.

NOW ONLY $49.50

TELEPHOTO LENS SALE !

German Imported

Brand new 105mm f4 Coated Telephoto Lens for Praktica, Praktiflex, Contax S & D and Pentacon. List $44.50.

OUR SPECIAL $19.95

EXCLUSIVE! SAVE $102.00 IMPORTED ALPENFLEX PRECISION 2¼ X 2¼ REFLEX CAMERA

- Front Standard Focusing
- F3.5 Coated Lenses
- Built-in Flash Synchronization
- Semi-Automatic Film Advance
- Self Erecting Hood
- Sports Finder
- COMPLETE WITH LEATHER EVEREADY CARRYING CASE

List $149.50 **SPECIAL $47.50**

Flash Gun with Bracket, $5.95

SAVE $13.00! USED Like New Norwood Director Exposure Meter

List $32.95 **19.95**

OTHER USED EXPOSURE METER VALUES!

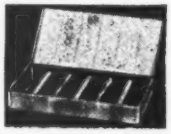
	List	Now
WESTON MASTER II	$29.95	$16.95
WESTON CADET	19.95	12.95
G.E. DW-68	24.50	15.95
G.E. PR-1	32.50	12.95

KODAK DUAFLEX II DE LUXE FLASH OUTFIT

Includes: Duaflex II Reflex Camera with Kodar f8. Lens plus Flashholder, Batteries, Flash Lamps and Film. List $32.00

SPECIAL $21.50

METAL SLIDE BOXES Style No. 1150



Holds 150—2x2 Glass or 300 Readymounts. List $3.25

NOW $1.95

SAVE $74.50 USED STEREO REALIST

f3.5 Coated Lenses
- Built-in Flash Synch.
- Coupled Rangefinder
- Shutter Speeds from 1 to 1/150, plus Time & Bulb

LIST $159.00 **84.50**

REVERE STEREO w/f3.5 coated lens. Double Exp. Prevention. **84.50** used

SLIDE PROJECTORS

	NEW	USED
TDC Show-Pak, 300 W, Blower Cooled w/case..	52.50	31.95
TDC Mainliner 300, Blower Cooled, manual changer	56.50	33.95
TDC Mainliner 300, same but with Selectron.....	59.50	35.95
TDC Model D, 300 W, Blower Cooled, manual changer	64.50	39.00
TDC Model D, 300W, same but with Selectron.....	67.50	41.00
TDC Streamliner 500W, Blower Cooled, semi-matic changer	75.00	44.95
TDC Duo Streamliner 500W, Blower Cooled, 2x2 and 2¼x2¼ changers	84.50	49.95
TDC Duo Streamliner 300W, Blower Cooled, 2¼x2¼ Changer	67.50	41.95
Carrying Case available for any of the above at reasonable prices.		
SVE Skyline Model 200B, 200W, Blower Cooled..	39.95	23.50
SVE Skyline Model 300B, 300W, Blower Cooled..	49.95	29.50
SVE Skyline Model Deluxe, 300W, Blower Cooled f2.9 lens	59.75	35.50
SVE Model 500, 500W, Blower Cooled, f2.9 lens	79.50	47.50
SVE Instructor 300, 300W	89.50	53.50
SVE Inst. 500, 500W....	109.50	65.50
SVE Inst. 750, 750W....	139.50	83.50
SVE Inst. 1000, 1000W	189.50	113.50
Airequipt Changer for any of the above only..		11.25
Kodaslide Merit Projector 150W	23.95	14.50
Kodaslide Highlux II, Projector, 200W	35.35	21.50
Kodaslide Highlux III, Projector, 300W, Blower Cooled, with case	54.75	33.50
Kodaslide Projector, Master Model, 1000W, 5" f3.5 lens	169.50	112.50

ENLARGERS

	NEW	USED
DeJur Versatile I, 2¼x3¼, condenser, with f4.5 ctd. lens	$ 126.50	$ 84.50
DeJur Versatile II, 2¼x3¼, condenser, with f4.5 coated lens	99.50	64.50
DeJur 4x5 Professional, condenser with f4.5 ctd. lens	179.50	119.50
Federal Model 135, Miniature Store-a-way with f4.5 lens	49.95	29.95
Carrying Case for above	7.25	4.25
Federal Model 240, 2¼x3¼, store-a-way with f7.9 lens	24.95	15.50
Federal Model 269, 2¼x3¼, store-a-way, diff, f6.3 lens	39.75	23.75
Federal Model 270, same but condenser	46.95	28.00
Carrying case for above	7.25	4.25
Federal Model 311, 35mm to 2¼x3¼, store-a-way, condenser, f4.5 lens....	69.25	41.49
Carrying Case	10.25	6.00
Federal Model 450, 35mm to 4x5, diff, less lens....	79.75	47.50
Federal Model 470, 35mm to 4x5 condenser, less lens	99.75	59.75
Federal Model 450, same but with 5½" f4.5 lens	109.50	65.50
Federal Model 470, same but with 5½" f4.5 lens	129.50	77.50
Omega DII, 4x5, condenser less lens	168.50	99.50
Omega DII, 4x5, condenser, with f4.5 lens.....		139.50
Omega B4, 2¼x3¼, condenser	109.50	75.00
Omega E4, 5x7 Autofocus, less lens.....	325.00	214.50

ONE OF AMERICA'S GREAT CAMERA STORES

15 DAY TRIAL WITH MONEY BACK GUARANTEE
ALL PRICES F.O.B. OUR STORE

HABER & FINK, INC.

BUY WITH CONFIDENCE!

12 WARREN ST
NEW YORK 7,
BA 7-5800

MAIL COUPON TODAY

HABER & FINK, INC.
Dept. MP 11 • 12 Warren St., New York 7

☐ Please send me .....

Enclosed . . . Cash ☐ Check ☐ Money Order ☐

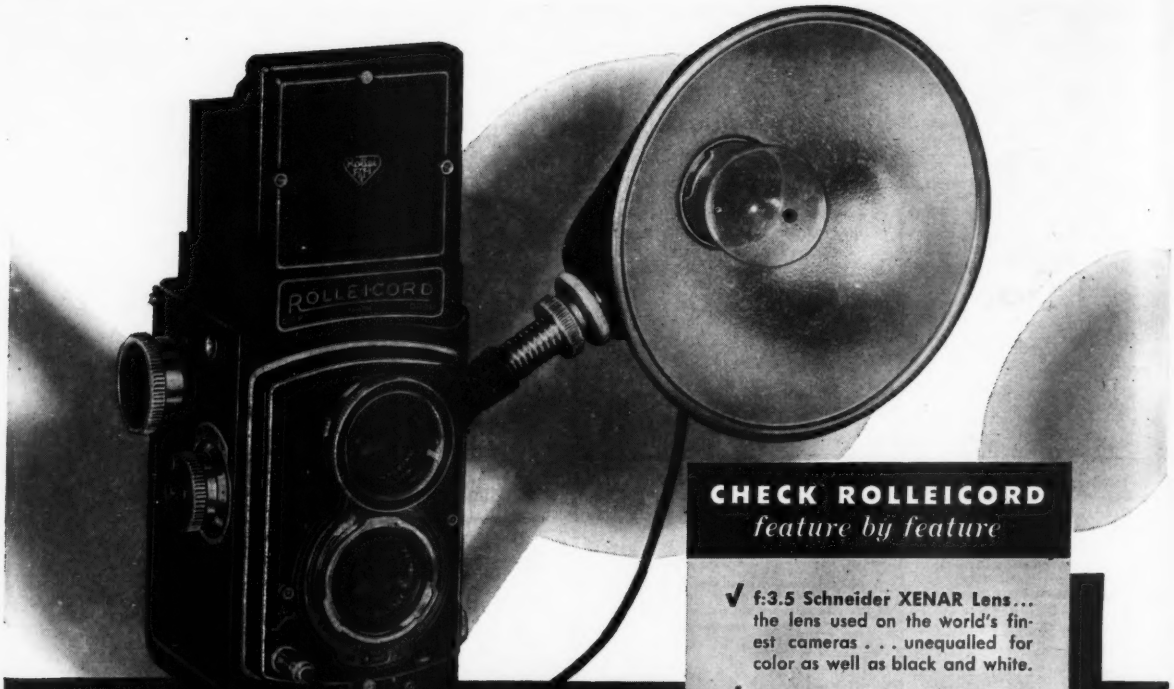
☐ Rush your best offer! I want to trade my ..... for a .....

☐ Please place my name on your mailing list for FREE literature. Send latest Photo Fair. (Please Print)

NAME .....

ADDRESS .....

CITY ..... STATE .....



Compare Rolleicord with any camera

CHECK ROLLEICORD *feature by feature*

- ✓ **f:3.5 Schneider XENAR Lens...** the lens used on the world's finest cameras . . . unequalled for color as well as black and white.
- ✓ **Synchro COMPUR shutter . . . 9** speeds 1 sec. to 1/500 sec., bulb . . . *also standard on the finest cameras.*
- ✓ **f:3.2 viewing lens . . .** assures sharp image over entire field.
- ✓ **Completely automatic parallax compensation** assures pictures exactly as viewed on screen.
- ✓ **Horizontal and vertical lines** on ground glass to aid in composition, and to level camera.
- ✓ **Double exposure prevention release . . .** permits taking trick double or multiple exposures.
- ✓ **All controls visible and operable** from natural viewing position . . . no need ever to turn camera.
- ✓ **Internal anti-reflection light baffles** in camera body increase brilliance and contrast of negatives.
- ✓ **No red window...** film is loaded and transported virtually automatically.
- ✓ **Quick, simple ROLLEIFLASH...** efficient B-C gun simply bayonets to top mount.
- ✓ **Accessories available . . .** for 35mm film... for plates and cut film... for close-up work... for copying, etc.

for **• FEATURES**
• PERFORMANCE
• VALUE

Some of the reasons why ROLLEICORD leads the medium price camera field, *by such a wide margin,* are listed at the right. It offers so *much* more, for so *little* more! And you will need *all* these features if you expect true camera *versatility, operating convenience,* and *perfect picture results.* Examine this fine camera at your dealer's today, or write for literature. List price only $134.55 (case and flash extra).

Burleigh Brooks, Inc. 10 West 46th Street, New York 36, N. Y.

West, Alaska & Hawaii: **PONDER & BEST, INC.** 814 North Cole Ave., Hollywood 38, California

Elgeet unwraps new 8mm "MOVIE EXCITEMENT" PACKAGES

for a lifetime of memorable movies

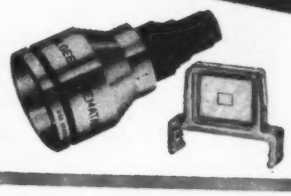
Now every 8mm movie camera owner can get the wonderful "professional results of Hollywood pictures with ELGEET Rochester-Made telephoto and wide angle lenses and attachments. Your scenes take on greater life and action. No subject is too wide to be taken without "panning" or moving back. No detail is too far away to be captured clearly *every time*.

Add more excitement to your movies with Elgeet's 8mm MOVIE EXCITEMENT PACKAGES:

KODAK BROWNIE
MOVIE EXCITEMENT PACKAGE
for all Brownie Cameras

- Elgeet CINEMATAR Telephoto Attachment
- Elgeet CINEMATAR Wide Angle Attachment
- TELEPHOTO-WIDE ANGLE Viewfinder

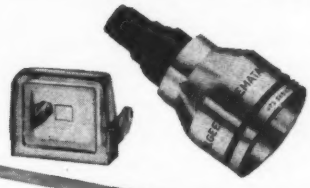
all 3 Excitingly priced at **$38.80** Complete



BELL & HOWELL
MOVIE EXCITEMENT PACKAGE
for 220 and 252 Cameras

- Elgeet CINEMATAR Telephoto Attachment
- Elgeet CINEMATAR Wide Angle Attachment
- WIDE ANGLE Viewfinder

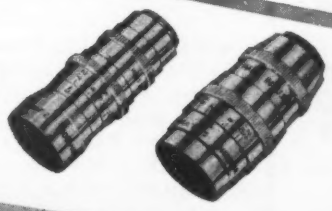
all 3 Excitingly priced at **$38.80** Complete



8mm "D" MOUNT
MOVIE EXCITEMENT PACKAGE
for all cameras with interchangeable lens mounts

- Elgeet CINEMATAR 38mm f:3.5 3X Telephoto Lens
- Elgeet CINEMATAR 7mm f:2.7 Wide Angle Lens

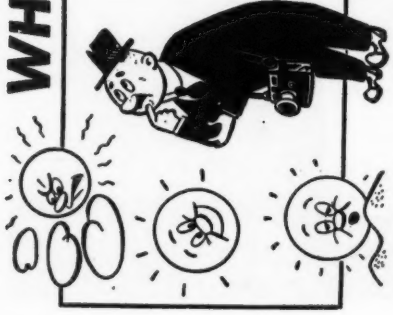
Excitingly priced at **$47.90**



Send for this free booklet, "HOW TO TAKE MORE EXCITING MOVIES"

Elgeet OPTICAL COMPANY, INC. 835 SMITH STREET · ROCHESTER, N. Y.
"Makers of The World's Finest Lenses"

WHY GUESS WHICH FILTER CORRECTS WHAT LIGHT?



WHEN A HARRISON COLOR ATTACHMENT READS DIRECTLY IN CORRECTION FILTERS!

...and shows you exactly which one to use for every picture

And now with 22 Gelatate Correction Filter Discs supplied with every Harrison Color Attachment, you have a Correction Filter Disc to correct every picture reading, regardless of color film used or lighting condition.

Write for your Free Booklet on the simple story of COLOR CONTROL... Please specify which exposure meter you have.

Harrison and Harrison

COLOR CONTROL SET

Consists of 22 Gelatate Correction Filter Discs, Size 5, and Harrison Color Meter Attachment for either G. E. DW or Weston Master.

$33.45

Size 6 $37.45

NEW! Complete set of 22 Gelatate Correction Filter Discs ... exact duplicates of popular Harrison glass light corrector discs. In unique "book" dispenser with tweezers and gelatate disc holder.

6363 Santa Monica Blvd. HARRISON & HARRISON OPTICAL ENGINEERS Hollywood 38, California

modern PHOTOGRAPHY

NOVEMBER 1954, VOL. 18, NO. 11

ARTICLES

18 A LATENT IMAGE SURVIVES

38 HOW GOOD IS THE NEW KODAK STEREO CAMERA? ..... *by Norman Rothschild*

60 PICTURE TAKING IDEAS: ANY PLACE IS A STUDIO! *by André de Dienes*

ISOLATE YOUR SUBJECT MATTER! ..... *by Howard Zieff*

MINIMUM LIGHT GIVES MAXIMUM DRAMA! ..... *by Benn Mitchell*

CHANGE OF PACE IS KEY TO SUCCESSFUL SERIES ..... *by Fred Plaut*

70 FLASH FROM A TO Z: PART I ..... *by John Wolbarst*

78 HERBERT MATTER: DESIGNER, EXPERIMENTALIST, VISUAL POET, FILM MAKER ..... *by D. J. Ebin*

90 SIMPLEST DARKROOM

92 MODERN TESTS A LENS: FINDS NEW USES FOR IT— CARL ZEISS 21MM BIOGON LENS ..... *by Arthur Kramer*

96 PHOTO COURSE: NO. 2, INDOOR PICTURES

MOVIE SECTION

103 DR. CINEMA SAYS: USING SPECIAL SOUND EFFECTS

104 TRY A MOVIE CALLED "GLASS" ..... *by Ty Cotta*

110 CINE KINKS

DEPARTMENTS

12 COFFEE BREAK WITH THE EDITORS

20 NEW PRODUCTS

44 "I TRIED IT MYSELF": PRIZE PICTURES FROM OUR READERS

48 NEW PHOTO BOOKS

52 MODERN STEREO: PART THREE, MOUNTING SERIES— VERTICAL MOUNTING CONTROL ..... *by Tommy Thomas*

56 THE SALON CALENDAR: WHERE AND WHEN TO EXHIBIT

115 WHAT'S AHEAD? VALUE OF PHOTOGRAPHIC HISTORY TO FUTURE PROGRESS ..... *by Lloyd Varden*

118 LAST WORD: LETTERS FROM OUR READERS

120 CAMERA CLUBS: LIVENING UP JUDGING NIGHTS .... *by Mabel Scacheri*

EVERETT GELLERT, *Publisher* AUGUSTUS WOLFMAN, *Editor-in-Chief*
MARTIN E. SIEGEL, *Business Manager*
JACQUELYN JUDGE, *Editor*
JOHN WOLBARST, *Man. Ed.* ARVEL W. AHLERS, *Exec. Ed.*
HERBERT KEPPLER, *Assoc. Man. Ed.* CORA WRIGHT, *Assoc. Ed.*
DOROTHY JACKSON, *Assoc. Ed.* HILDA FRIEDLAND, *Edtl. Asst.*
ANTHONY PALAGONIA, *Art Asst.* FAY TRAVERS, *Production Dir.*
ERNEST G. SCARFONE, *Art Director*
ROBERT DORIN, *Advtg. Mgr.* MILTON GORBULEW, *Circ. Mgr.*

COPYRIGHT 1954, PHOTOGRAPHY PUBLISHING CORP., 33 WEST 60 ST., NEW YORK 23, N. Y. PHONE: PL 7-3700. CHICAGO OFFICE: 333 N. MICHIGAN BLVD., CHICAGO, ILL. PHONE: ANDOVER 3-7132, 7133. CALIFORNIA OFFICE: 3038 BEVERLY BLVD., LOS ANGELES 57, CALIF.—PHONE: DUNKIRK 8-0613. YEARLY SUBSCRIPTION, $4.00 IN U.S.A. AND POSSESSIONS, $4.50 IN CANADA, $6.00 IN PAN-AMERICAN UNION AND PHILIPPINES. ELSEWHERE, $8.00. SINGLE COPIES, 35c, CANADA, 40c. ELSEWHERE, 75c.

Member Audit Bureau of Circulations

LOOK FOR THIS PRE-HOLIDAY FLASH SPECIAL

You pay only $9.95...
You get *KALART*
SUPER SPEED FLASH
and 8 SYLVANIA
Blue Dot Flashbulbs...
on *KALART*

THE KALART SUPER
is the easiest-to-use flash equipment you can own. Exclusive built-in exposure KAL-Q-LATOR tells at a glance correct camera setting for all flash pictures—color or black and white.

YES—YOUR FIRST 8 SYLVANIA FLASHBULBS ARE ON KALART

Don't wait another day to get in on the fun of taking flash pictures. The KALART-SYLVANIA Pre-Holiday Special brings you a wonderful, money-saving opportunity.

Look for this big Flash Special at leading photo stores. For a limited time you can get a KALART *Super* Flash Unit *plus* 8 SYLVANIA Blue Dot Bantam 8 Flashbulbs by paying only $9.95. At regular prices, you would pay $9.95 for the Kalart *Super* alone—and another $1.00 for the 8 Sylvania Flashbulbs. But to start you right in flash photography, you get the 8 Sylvania Flashbulbs on Kalart.

The Kalart *Super* is the latest model—the only flash unit with built-in exposure KAL-Q-LATOR to take the guesswork out of flash photography . . . and with built-in Test Light to guard against flash failures. The Bantam 8 is the sensational tiny Sylvania flashbulb that is so handy to carry and use. Both are products of companies that have pioneered the development of flash photography.

P.S. Even if your camera is an old-timer—a 30 year-old folding Kodak camera for example—there's a Kalart *Super* for it. Models for older cameras cost only $1.00 more than for cameras with built-in flash synchronization.

HURRY! SPECIAL OFFER GOOD ONLY UNTIL NOVEMBER 30, 1954

For natural movie sequences you need Accessory Lenses

Regardless of the subject you are shooting . . . mother and baby . . . a boy fishing . . . a church . . . a beach scene, you must shoot in sequence to have interesting movies. Vary your shots from either the same camera position or from different camera positions with Wollensak Raptar Wide Angle and Telephoto lenses.

All Wollensak Cine Raptars are the highest quality, coated lenses, fully *color* corrected. For Hollywood-type movies use the lenses the "pros" use.

THERE ARE RAPTARS FOR YOUR CAMERA PRICED FOR YOUR POCKETBOOK

For the Advanced . . . two high-speed matched Wollensak Cine Raptar Accessory lenses—a 6.5mm *f*/1.9 Raptar Wide Angle and a 1½" *f*/2.5 Raptar Telephoto in focusing mount.

6.5mm f/1.9 Raptar Wide Angle ..... $60.95 Tax Included
1½" f/2.5 Raptar Telephoto ..... $57.75 No Tax

For the Newcomer to cine photography . . . fixed focus lenses with the same focal length for almost half the cost—a 6.5mm *f*/2.5 fixed focus and a 1½" *f*/3.5

6.5mm f/2.5 Raptar Wide Angle ..... $45.05 Tax Included
1½" f/3.5 Raptar Telephoto ..... $26.50 No Tax

THERE'S ONLY ONE RAPTAR . . . THE FINEST LENS MADE . . . THE FINEST LENS MADE BY WOLLENSAK

MASTERPIECES of Optical Craftsmanship

by **WOLLENSAK**
ROCHESTER 21, N. Y.

Dowling's FIFTH AVENUE

10% DOWN

NO EXTRA CHARGE FOR CREDIT

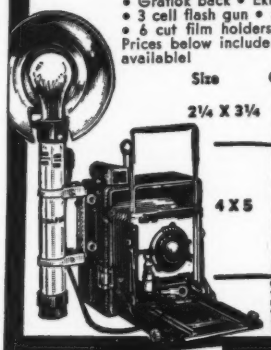
NO INTEREST!

o 30 DAY FREE TRIAL o LIFETIME GUARANTEE

FREE POSTAGE AND INSURANCE TO ALL POINTS, INCLUDING APO'S AND FPO'S. HOURLY AIRSHIPMENTS EVERYWHERE.

EASY PAYMENTS FOR CIVILIANS AND SERVICEMEN THE WORLD OVER!

1955 Pacemaker GRAPHIC OUTFITS



All brand new, latest models, with factory guarantee! Includes:
• Graflok back • Ektalite screen • Kalart coupled rangefinder
• 3 cell flash gun • deluxe case • Graphic film pack adapter
• 6 cut film holders • adapter ring • sunshade • 4 filters.
Prices below include all this extra equipment! Easy payments available!

Size	Coated Lens in Shutter	Speed	Graphic	Crown Graphic
2¼ X 3¼	101mm Ektar f/4.5 (1/800 sec.)		$308.	$273.
	105mm Schneider Xenar f/3.5		315.	277.
	105mm Tessar f/3.5		323.	286.
	105mm Ektar f/3.7		325.	289.
4 X 5	135mm Schneider Xenar f/4.7		307.	265.
	135mm Optar f/4.7		322.	278.
	127mm Ektar f/4.7		322.	278.
	135mm Tessar f/4.5		337.	297.
	150mm Tessar f/4.5		347.	304.
	150mm Schneider Xenar f/4.5		347.	304.
	152mm Ektar f/4.5		343.	303.
	135mm Schneider Xenar f/3.8		353.	313.
	150mm Tessar f/3.5		408.	364.

Optional: Famous brand—German—Wide Angle f/6.8 coated lens (1/300 sec.; synchronized shutter) only $12. when purchased with our Graphic outfits! FREE: Complete Graphic price list, covering 3¼ x 4¼ and other outfits. Write Dowling's Fifth Avenue today!

It's here! The incomparable new 1955 Leica M-3

Leica M-3 w/ Elmar coated f/3.5 lens $348. Cash or $34.80 Down
Leica M-3 w/ Summicron coated f/2.0 lens 447. Cash or 44.70 Down
Leica M-3 w/ Summarit coated f/1.5 lens 468. Cash or 46.80 Down

LEICA M-3 ACCESSORIES

Summaron-M coated 35mm f/3.5 lens	$ 99.00 Cash or	$ 9.90 Down
Elmar-M coated 90mm f/4.0 lens (standard mt.)	93.00 Cash or	9.30 Down
Elmar-M coated 90mm f/4.0 lens (collapsible)	150.00 Cash or	15.00 Down
Hektor-M coated 135mm f/4.5 lens	141.00 Cash or	14.00 Down
Leica Meter-M	30.00 Cash or	3.00 Down
Eveready Case for M-3 with meter attached	15.00 Cash or	1.50 Down

OTHER SUPERB NEW LEICA PRODUCTS

Stemar (Leica Stereo), complete	$297.00 Cash or	$29.70 Down
Valoy II Enlarger	96.00 Cash or	9.60 Down
Leica IIf with Elmar coated f/3.5 lens	$177.00 Cash or	$17.70 Down
Leica IIf with Summaron coated f/3.5 lens	216.00 Cash or	21.60 Down
Leica IIIf with Elmar coated f/3.5 lens	237.00 Cash or	23.70 Down
Leica IIIf with Summaron coated f/3.5 lens	276.00 Cash or	27.60 Down
Leica IIIf with Summicron coated f/2.0 lens	336.00 Cash or	33.60 Down
Leica IIIf with Summarit coated f/1.5 lens	357.00 Cash or	35.70 Down

3-D HEADQUARTERS!

Revere "33" coated f/3.5's $174.50 Cash or $17.45 Down. Stereo - Realist, coated f/3.5's $159 Cash or $15.90 Down; Stereo-Realist, coated f/2.8's $198.50 Cash or $19.85 Down. Wollensak "10" coated f/2.7's $199.50 Cash or $19.95 Down. Kin-Dar, coated f/3.5's $99.50 Cash or $9.95 Down. Stereo-Realist Projector "81" $449.50 Cash or $44.95 Down.

1955 CONTAX IIA and IIIA

New full synchro models! IIA with Sonnar coated f/2.0 lens $336. Cash or $33.60 Down; or with Sonnar coated f/1.5 lens $367. Cash or $36.70 Down. For Contax IIIA with built-in exposure meter add $45. Cash or $4.50 Down.

New 1955 AUTOMATIC Lecarlia VX

Improved body design and with fully automatic diaphragms! With Schneider coated f/2.8 lens $239.50 Cash or $23.95 Down; with Schneider Xenon coated f/1.9 lens $341.70 Cash or $34.17 Down. With Pentaprism R/F add $57. Cash or $5.70 Down. Tessar, Biotar and other lenses also available.

1955 RETINA IIA

Compact, precise and reliable . . . perfect for travelling light! Full M-X flash synch, rapid film advance lever. With Schneider Xenon coated f/2.0 lens $127.50 Cash or $12.75 Down.

new 1955 ZEISS CONTAFLEX

Ground-glass eye-level focusing is combined with split image rangefinder. Its superb Tessar 45mm f/2.8 coated lens with Synchro-Compur full M-X shutter, has fully automatic diaphragm! Exceptional value at $169. Cash or $16.90 Down.

1955 Linhof Super Technika Cameras

4 x 5 model with Multifocus rangefinder and 127mm Xenar coated f/4.7 lens in M-X shutter $359.75 Cash or $35.97 Down. Linhof 2¼ x 3¼ outfit with multifocus rangefinder and 3 lenses complete $575. Cash or $57.50 Down.

1955 Omega ENLARGERS

Omega B-6 $109.50 Cash or $10.95 Down; Automega B-5 $134.50 Cash or $13.45 Down; Omega D-2 with Omegalite $159.40 Cash or $15.94 Down; Omega D-2 condenser model $168.50 Cash or $16.85 Down; Automega D-3 $207.50 Cash or $20.75 Down.

1955 POLAROID Land Cameras

Just out! Sensational NEW Polaroid Highlander $69.95 Cash or $6.95 Down. Also: Speedliner $89.75 Cash or $8.97 Down. Deluxe Pathfinder with coupled rangefinder $249.50 Cash or $24.95 Down.

1955 HASSELBLAD

Superlative 2¼X2¼ single lens reflex with crisp Ektar coated f/2.8 lens. Model "1000-F" speeds to 1/1000th sec. $379.50 Cash or $37.95 Down. Model "1600-F" speeds to 1/1600th sec. $476. Cash or $47.60 Down.

NEW Models! 1955 Rolleis

Rolleiflex Xenar f/3.5 lens $234.50 Cash or $23.45 Down; or with Tessar f/3.5 $249.50 Cash or $24.95 Down. Rolleiflex 2.8C, either Xenotar f/2.8 lens or Zeiss Planar f/2.8 lens $309.50 Cash or $30.95 Down. Rolleicord IV, Xenar f/3.5 lens $149.50 Cash or $14.95 Down.

1955 Revere Balanced-Tone TAPE RECORDERS

Model T-100 $149.50 Cash or $14.95 Down; T-500 $179.50 Cash or $17.95 Down; deluxe push-button T-700 $225. Cash or $22.50 Down; TR-800 (like T-700 plus built-in radio) $277.50 Cash or $27.75 Down. T-100 gives 1 hr. recording time; all others — 2 hrs.

new BOLEX H-16 Supreme

New model . . . just released! Complete with 3 top Kern lenses: Switar 1" f/1.4, Switar 16mm f/1.8, Switar 50mm f/1.4 —plus compartment case $779. Cash or $77.90 Down. Bolex H-16 Leader with Lytar 1" f/1.9 lens $269.50 Cash or $26.95 Down.

ALL EQUIPMENT LISTED IS BRAND NEW—FACTORY PACKED. OUR STOCKS OF BOTH USED AND NEW EQUIPMENT ARE HOWEVER MOST EXTENSIVE. PLEASE WRITE FOR ANYTHING PHOTOGRAPHIC.

Dowling's 175 FIFTH AVENUE, NEW YORK 10, N. Y.
in a N. Y. Landmark, the Flatiron Bldg. at 23rd St.
Mail Order Showroom, Suite 1604. Tel.: OR 4-6275

Dept. MP-1154

Please ship the following immediately:.....

.....

Enclosed is $..... ☐ Down Payment ☐ Complete Payment.
I agree to pay $.....monthly for.....months until merchandise is paid for.
I wish to trade in:.....

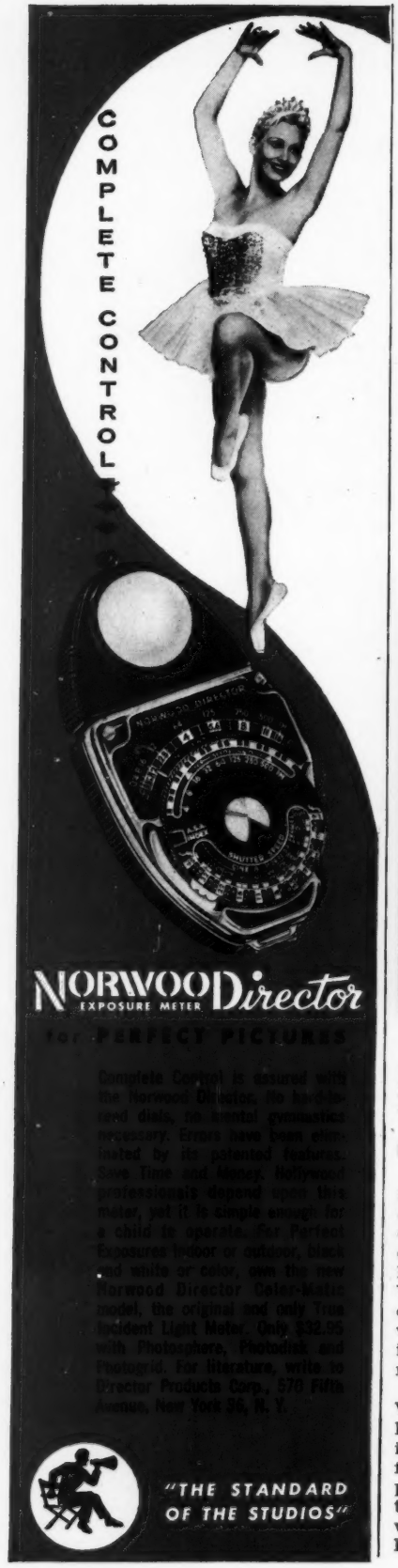
☐ Give me tentative allowance by mail.
☐ I am shipping equipment for exact allowance.

Your trade-in may be used as down payment! It will be returned at D.F.A.'s expense if you don't accept our top offer.

☐ Send FREE literature on.....
☐ Send FREE 1955 Catalog. ☐ Send pamphlet on "Deferred Payments."

Name.....
Address.....
City or Town.....State.....

MAIL TODAY



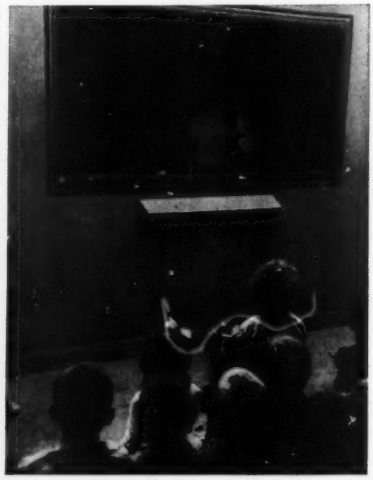
COFFEE BREAK with the editors

THIS MONTH'S COVER • • •

Bert Six of Hollywood used 8 x 10 Ektachrome for this month's cover. The girl, whose name we don't have, is scheduled to appear in a forthcoming Warner Bros. movie, *A Star is Born.* But we do know that the lens was an Apo-Tessar of 18 in. focal length and that the exposure was f/16 with electronic flash.

CONSEQUENCE OF SEQUENCE • • •

Well, what *are* the children on pages 68 and 69 looking at? Actually, it's sort of an early-day substitute for television known as a Punch and Judy Show. Although the young lady with the serene expression may not have been overly impressed with the goings on, she *did* help furnish Fred Plaut with an excellent picture story. If it had been tele-



Before TV, it was Punch

vision, however, the young lady might have just changed stations and that would have been the end of it.

FLASH IN THE PAN • • •

Although photography generally is a rather orderly hobby, technically speaking, it does have its skeleton closets in which all sorts of odds and ends, facts, formulas and fancies are kept locked in a hopeless muddle. We've done our best to unscramble the chaos in filters for you in our May issue with complete filter charts representing the different designations of the major filter manufacturers.

This month Managing Editor John Wolbarst tackles the flashbulb problem. Most film and bulb manufacturers issue varying sets of guide numbers for film and bulb combinations. On pages 75 to 77 you'll find, for the first time we think, a set of guides to work with all flashbulbs. In addition, you can learn just what M, X, F designations really mean, what type of bulb you'll need for your particular shutter and how each type of bulb operates.

PHOTO EXCHANGE • • •

Sports photography, as seen in our newspapers and magazines, often is al-

The style is evident

lowed to become static and uninteresting. In swimming, for instance, you are constantly subjected to the same full figure diving pictures, the swirl of water representing a figure Australian Crawling it for the far side of the pool.

Thus, we were particularly intrigued with the somewhat different approach to swimming photographs made by Lothar Ruebelt, a German photographer invited by the State Department to tour the U. S. for possible picture stories to be printed in German and Austrian magazines.

Ruebelt's action photos have a closeness seldom seen in American sports pictures of similar subjects. Is it really necessary to show a whole figure in action? No, thinks Ruebelt, and his photographs may prove the point.

How much of a diver do you see in an average photograph? Chances are you see what the audience sees, a

(*Continued on page 16*)

Do you miss the legs?

EXAMINE MINIFILMS TREMENDOUS PRICE REDUCTIONS!

ALL LATEST MODELS! ALL IN FIRST CLASS CONDITION! ALL PRICED SENSATIONALLY LOW!

MINIFILMS FINEST VALUE YET!

Genuine BOLEX PAN CINOR ZOOM LENS
FOR ALL 16mm CAMERAS
ONLY AVAILABLE AT MINIFILM

UNBELIEVABLY PRICED AT

BRAND NEW DISC. MODEL 199.50 WITH CASE

YOURS FOR ONLY 19.95 DOWN!
REG. 472.50 WITH CASE.

FROM LONG SHOT TO CLOSE-UP! FROM WIDE ANGLE TO TELEPHOTO! WITHOUT MOVING YOUR CAMERA OR STOPPING YOUR FILM...

THE ZOOM LENS gives you effects equal to professional shots with a dolly ... Focal distances from 20mm to 60mm. NINE LENSES IN ONE!

10% DOWN

30 Day Free Trial Period
2 FULL YEARS GUARANTEE

You Can Buy That Camera Now Under Minifilms Time Payment Plan With Just 10% Down—10% A Month. Trade In of Your Old Equipment Can Also Be Accepted As Down Payment.

Lenses for LEICA, CANON, CONTAX, NIKON

	New	Used	Trade-in
85mm f1.5 Serenar ¢	$238.00	$137.50	$ 90.00
85mm f2 Sonnar ¢ Tele	248.00	97.00	70.00
85mm f1.5 Summarex ¢	360.00	186.00	150.00
90mm f4 Elmar ¢	90.00	59.00	40.00
125mm f2.5 Hektor ¢	147.00	.....	.....
135mm f4.5 Hektor ¢	135.00	89.00	75.00
135mm f3.5 Nikkor¢	135.00	75.00	55.00
135mm f4 Sonnar ¢	150.00	88.00	70.00
200mm f4.5 Telyt¢	156.00	104.00	75.00

Lenses for EXAKTA, CONTAX D, PRAKTICA, PENTACON

	New	Used	Trade-in
28mm f3.5 Angenieux ¢	$120.00	$ 79.00	$ 60.00
35mm f2.5 Angenieux ¢	99.50	61.00	50.00
50mm f1.5 Angenieux Pre-set ¢	165.00	109.00	85.00
50mm f1.9 Xenon Auto ¢	169.50	129.00	90.00
58mm f2 Biotar preset ¢	125.00	68.00	50.00
58mm f1.9 Primopian ¢	.....	44.00	30.00
75mm f1.5 Biotar ¢	216.50	98.50	90.00
90mm f2.5 Angenieux ¢	84.50	59.50	40.00
90mm f1.8 Angenieux ¢	149.50	102.00	75.00
135mm f3.5 Angenieux ¢	75.50	49.50	30.00
135mm f4.5 Steinheil ¢	60.00	39.50	25.00
180mm f5.5 Tele Xenar ¢	82.75	54.50	40.00
180mm f2.8 Zeiss Sonnar preset	.....	238.00	150.00
240mm f5.5 Tele Xenar ¢	115.75	78.50	55.00
300mm f5.5 Tele Xenar ¢	124.85	83.00	65.00
400mm f5.5 Tele Megor ¢	199.50	137.00	100.00

ACCESSORIES FOR IMPORTED CAMERAS

	New	Used	Trade-in
Leitz Imareet Finder	$39.00	$24.00	$16.00
Leitz B.C. Flashgun	24.00	18.00	12.00
Leitz Mirror Reflex Housing	102.00	69.00	50.00
Zeiss Revolv. Univ. Finder	80.00	44.50	30.00
Zeiss Contameter Close-Up	81.00	43.00	30.00

LEICA CONTAX NIKON CANON

	New	Used	Trade-in
Canon IV S 2 f1.8 Serenar ¢*	$284.00	$167.00	$130.00
Contax II f2 Sonnar	.....	99.00	80.00
Contax III f2 Sonnar	.....	109.50	90.00
Contax IIA f2 Sonnar ¢*	336.00	174.50	125.00
Contax IIA f1.5 Sonnar ¢*	367.00	189.50	150.00
Contax IIIA f2 Sonnar ¢*	381.00	198.50	150.00
Contax IIIA f1.5 Sonnar ¢*	412.00	234.00	170.00
Leica Std. f3.5 Elmar	.....	39.00	30.00
Leica IIIA f2 Summar	.....	86.00	65.00
Leica IIIC f3.5 Elmar ¢	.....	92.50	70.00
Leica IIIC f2 Summitar ¢	.....	126.00	100.00
Leica IIF f3.5 Elmar ¢*	177.00	127.00	75.00
Leica IIIF Body ¢*	180.00	129.00	100.00
Leica IIIF f3.5 Elmar ¢*	237.00	152.00	120.00
Leica IIIF f2 Summitar ¢*	268.50	174.00	150.00
Leica IIIF f2 Summicron ¢*	336.00	198.00	170.00
Leica IIIF f1.5 Summarit ¢*	357.00	219.50	185.00
New 72 Exposure Leica	189.00	.....	.....
Nikon f2 Nikkor ¢*	269.00	159.00	115.00
Nikon f1.4 Nikkor ¢*	299.95	168.00	140.00

35MM SINGLE LENS REFLEX

	New	Used	Trade-in
Alpa 5 f1.9 Xenon ¢*	$359.00	$230.00	$150.00
Exa f2.8 Westar MX ¢	85.00	47.00	35.00
Kine Exakta f3.5 Tessar ¢*	.....	84.00	60.00
Kine Exakta II f2 Biotar	.....	119.00	70.00
Exakta VX f3.5 Tessar MX ¢	199.00	134.00	100.00
Exakta VX f2.8 Tessar pre-set MX ¢	259.50	157.50	120.00
Exakta VX f2 Biotar pre-set MX ¢	335.00	173.50	145.00
Contaflex f2.8 Tessar Auto RF ¢*	169.00	98.00	85.00
Contax D f2 Biotar pre-set ¢*	.....	119.00	90.00
Pentacon f2.8 Westanar Auto ¢*	139.95	119.00	100.00
Pentacon f2 Biotar pre-set ¢*	249.50	129.00	115.00
Rectaflex f2 Xenon RF ¢*	295.00	137.50	90.00
Rectaflex Rotor f2 RF ¢*	540.00	329.00	290.00

35MM CAMERAS

	New	Used	Trade-in
Kodak Signet f3.5 Ektar RFC*	$ 87.50	$ 49.00	$ 40.00
Kodak Town & Country f3.9 RF case & flash	75.00	49.00	35.00
Minox IIIS chain & case*	139.50	95.00	65.00
Minox II f3.5 ¢	.....	49.50	35.00
Mercury II f2.7 ¢*	41.50	19.50	15.00
Robot II f2 Biotar Rap Seq.	.....	54.00	35.00
Robot IIA f1.9 Xenon Rap Seq. ¢*	89.50	69.00	50.00
Robot Star f1.9 Xenon Rap Seq. ¢*	127.50	79.50	65.00
Revere Stereo f3.5 RF ¢*	174.50	86.00	75.00
Stereo Realist f3.5 RF ¢*	159.00	86.00	70.00
Voigt Prominent f1.5 RF MX ¢	270.00	154.00	125.00
Voigt Vito II f3.5 ¢*	54.50	32.50	25.00

2¼x2¼ REFLEX CAMERAS

	New	Used	Trade-in
Ansco Auto Reflex f3.5 MX ¢	$189.50	$ 87.50	$ 57.00
Ciroflex D f3.5 ¢	75.00	47.50	30.00
Ciroflex E f3.5/400 ¢*	99.50	59.50	40.00
Graflex 22 f3.5 C*	93.00	58.00	45.00
Hasselblad f2.8 Ektar /1000 C*	379.50	234.00	185.00
Ikoflex IIA f3.5 Tessar ¢*	.....	86.00	60.00
Ikoflex IIA Auto f3.5 Tessar MX ¢*	159.00	105.00	75.00
Kodak Reflex I f3.5 ¢*	.....	39.00	25.00
Kodak Reflex II f3.5 ¢*	.....	59.00	40.00
Ricohflex VI f3.5 ¢*	36.00	26.00	18.00
Rolleicord II f3.5 Triotar	.....	49.00	30.00
Rolleicord III f3.5 Xenar ¢*	.....	69.95	50.00
Rolleicord IV f3.5 Xenar MX ¢	149.50	86.75	75.00
Auto Rollei f3.5 Xenar	.....	89.50	60.00
Auto Rollei f3.5 Tessar	.....	99.00	70.00
Auto Rollei IIB f3.5 Xenar ¢*	.....	99.00	85.00
Auto Rollei IIB f3.5 Tessar ¢*	.....	109.00	90.00
Auto Rollei IIB f2.8 Tessar ¢*	.....	159.00	125.00
Latest Auto Rollei III f3.5 Xenar MX ¢	234.50	147.00	120.00
Latest Auto Rollei III f3.5 Tessar MX ¢	249.50	159.00	130.00
Latest Auto Rollei 2.8 C f2.8 Xenotar MX ¢	309.00	199.00	150.00

ROLL FILM CAMERAS

	New	Used	Trade-in
Ansco Speedex f4.5 ¢*	$ 36.50	$ 22.50	$ 15.00
Kodak Chevron f3.5 RF 500 MX	198.50	143.00	105.00
Kodak Medalist I f3.5 Ektar	.....	69.00	45.00
Kodak Medalist II f3.5 Ektar ¢*	304.75	117.00	80.00
Polaroid Highlander	69.95	.....	.....
Polaroid Land ¢*	89.75	47.50	40.00
Polaroid Pathfinder f4.5 RF ¢ MX	249.50	167.50	130.00
Super Ikonta A f3.5 Tessar RF ¢*	102.00	57.00	40.00
Super Ikonta B f2.8 Tessar RF ¢*	145.00	88.00	70.00
Super Ikonta BX f2.8 Tessar RF ¢*	172.00	109.00	85.00
Super Ikonta C f3.5 Tessar RF ¢*	114.00	69.00	60.00
Voigt Bessa II f3.5 RF MX ¢	124.50	69.00	45.00

PRESS CAMERAS

	New	Used	Trade-in
23 Ann. Graphic RF f4.5 lens	.....	$ 87.50	$ 65.00
45 Ann. Graphic RF f4.7 lens	.....	109.00	90.00
2¼x3¼ Century Graphic f4.5 ¢*	111.50	67.00	50.00
3¼x4¼ Super D Graflex f4.5 Ektar Auto Dia ¢*	269.50	139.00	90.00
4x5 Super D Graflex f5.6 Ektar Auto Dia¢*	279.50	148.00	110.00
2x3 Linhof Super Tech RF 3 lenses compl	569.90	354.00	290.00
4x5 Linhof Super Tech RF f4.5 MX	389.75	228.00	180.00
2¼x3¼ Pacemaker Speed f4.5 KRF ¢*	313.95	148.00	120.00
3¼x4¼ Pacemaker Crown f4.7 KRF ¢*	267.45	147.00	120.00
34 Ann. Graphic f4.7 KRF	.....	94.00	65.00
4x5 Pacemaker Crown f4.7 KRF ¢*	271.45	118.00	180.00
4x5 Pacemaker Speed f4.7 KRF ¢*	315.45	144.00	125.00

SLIDE PROJECTORS

* Blower cooled

	New	Used	Trade-in
Ampromatic, 500 W. Automat, case *	$ 84.50	$ 49.50	$ 40.00
Argus PB 300, case *	48.50	27.50	20.00
Brumberger Fleetwood, 300 W 2¼ *	69.50	42.50	30.00
GoldE Manumatic 300 W. *	58.50	29.00	25.00
GoldE Reflex 300 W, case 2¼ *	86.50	59.50	45.00
Kodaslide Merit 150 W	26.10	16.50	10.00
Kodaslide Highlux III 300 W case *	56.50	38.50	25.00
Kodaslide Table Viewer DL	97.50	67.50	45.00
Kodaslide Table Viewer 4x	37.50	27.00	20.00
LaBelle 55 Automatic 500 W *	95.00	56.00	45.00
LaBelle 75 Auto Remote 500 W case*	154.95	99.50	75.00
TDC Showpak 300W case *	52.50	31.00	25.00
TDC Mainliner 300W Semimatic *	59.50	33.50	28.00
TDC Model D 300W Semimatic *	67.50	39.50	32.00
TDC Streamliner 500 W Semimatic *	75.00	49.50	40.00
TDC Duo 300W 2¼ *	67.50	39.50	30.00
TDC Projector-View 200W *	77.50	48.50	40.00
TDC Stereo Projector 500W *	169.50	115.00	90.00
Viewlex V33L 300W Auto *	67.00	41.50	30.00
Viewlex V35L 500W *	79.95	47.50	35.00

8MM CAMERAS

	New	Used	Trade-in
B&H 220 f2.5 ¢	$ 49.95	$ 30.00	$ 22.00
B&H 134V f2.5 ¢	89.95	49.00	45.00
B&H 134TA f1.9 Tur ¢	159.95	99.50	75.00
B&H 172 B f1.9 Mag ¢	164.95	102.50	80.00
B&H 172 A f1.9 Mag Tur ¢	199.95	119.50	100.00
Bolex B8 f2.8 Yvar Tur ¢	119.50	79.50	65.00
Bolex H8 Leader f1.9 Tur ¢	259.50	159.00	130.00
Bolex L 8 f2.8 Yvar ¢	89.95	59.50	45.00
Bolex 8mm Pancinor f2.8 ¢	219.50	147.00	115.00
Kodak Brownie f1.9 ¢	46.75	31.95	25.00
Cine Kodak Reliant f2.7 ¢	84.50	52.50	40.00
Cine Kodak Magazine f1.9 ¢	149.50	83.00	60.00
De Jur Citation f2.5 ¢	77.50	39.50	30.00
De Jur Embassy f2.5 Mag ¢	106.95	69.50	55.00
De Jur Fadematic f1.9 ¢	149.50	93.00	65.00
Keystone K-32 Olympic f2.5 ¢	79.95	47.50	35.00
Keystone Bel Air f2.5 Mag ¢	89.50	52.00	40.00
Revere 88 f2.5 ¢	74.00	33.50	25.00
Revere 99 f2.8 Tur ¢	99.50	54.50	40.00
Revere 80 f2.5 ¢	97.50	46.50	45.00
Revere 84 f1.9 Tur ¢	147.50	79.00	75.00
Revere 40 f2.5 Mag ¢	99.50	54.50	40.00
Revere 44 f1.9 Mag Tur ¢	154.50	94.50	75.00
Revere B61 f1.9 Mag c	137.50	81.50	60.00
Revere B63 f2.8 Mag Tur ¢	142.50	84.00	65.00

8MM PROJECTORS

	New	Used	Trade-in
Ampro Futurist 750W case	$149.95	$ 97.00	$ 65.00
B&H 221 500 W Case	99.95	55.75	40.00
B&H 253 Monterey 500 W Case	114.95	63.75	50.00
B&H Regent 500 W Case	179.95	105.50	85.00
De Jur 750 W Case	159.50	84.50	75.00
Keystone K70C Brightbeam 500 W Case	79.90	49.50	40.00
Keystone K66 750 W Case	127.50	71.00	60.00
Keystone K109 750 W Splicer Case	159.50	99.50	80.00
Kodak Brownie 300W case	62.00	42.00	35.00
Revere 85D 500 W Case	124.50	59.75	50.00
Revere 90 750 W Case	159.50	86.00	70.00

16MM CAMERAS

	New	Used	Trade-in
Auricon Cine Voice f1.9 ¢	$749.00	$547.00	$375.00
B&H 200 f2.5 Mag ¢	174.95	114.00	85.00
B&H 200T f1.9 Mag Tur ¢	244.95	158.00	125.00
B&H 70 DL f1.9 Tur ¢	365.50	229.50	180.00
Bolex H16 Leader (3 lenses compl)¢	399.45	238.00	180.00
Bolex H-16 Stereo lens System	387.00	219.00	150.00
Bolex Pan Cinor f2.8 case ¢	349.50	199.50	150.00
Cine Kodak Royal Mag. f1.9 ¢	169.50	106.00	80.00
Keystone A-9 f2.5 ¢	99.50	57.50	40.00
Keystone A12 f1.9 Tur ¢	159.50	97.00	70.00
Keystone K50 f2.5 Mag ¢	129.50	82.50	60.00
Pathe Super 16 f1.9 Tur ¢	499.00	267.00	210.00
Revere 16 f1.9 Mag ¢	182.50	99.50	75.00
Revere 26 f2.5 Mag Tur ¢	187.50	109.00	80.00

16MM PROJECTORS

	New	Used	Trade-in
B&H 273A Statesman 750 W Case	$199.95	$119.50	$100.00
Keystone A82 750 W Case	139.50	77.50	65.00
Keystone K161 750 W Splicer Case	159.50	87.00	75.00
Revere 48 750 W Case	182.50	96.00	85.00

16MM SOUND PROJECTORS

	New	Used	Trade-in
B&H 285C 750W Case	$449.95	$298.00	$225.00
B&H 202C 1000 W Magnetic Case	699.00	445.00	380.00
Revere SP16 750 W Case	325.00	163.00	140.00

Prompt Free appraisal and Quotation will be gladly rushed to you by return mail. Mail Orders promptly filled. Paid or C.O.D., F.O.B. New York. Note: On C.O.D. kindly include 10% Deposit on Order. Include Postage. Prices Subject to change.

¢....coated *....flash synchronized

MINIFILM CAMERA CORP.

1190 Avenue of the Americas (bet. 46-47 St.) New York 36 • JU 2-1416

...Where Customers Become Friends...

10% DOWN
2 FULL YEAR Guarantee
30 DAY FREE TRIAL

MINIFILM

Mail Order Headquarters of the World

For the finest in PHOTOGRAPHIC Equipment

YOUR MOVIES CAN JUMP AT YOU!

AND IT ISN'T EXPENSIVE...

AGAIN! MINIFILM has come up with an UNBEATABLE VALUE

New and Thrilling Home Movies in Third Dimension ... with Exciting "Depth" and Breath-Taking Realism!

A BONAFIDE 65% DISCOUNT ON THE TERRIFIC ELGEET MOVIE STEREO SYSTEM FOR ALL 16mm CAMERAS AND PROJECTORS

IT'S YOURS FOR $8.95 DOWN ... Reg. 259.50

OUTFIT CONSISTS OF:
- 13mm f2.8 Prism Lens Assembly
- f1.6 Prism Projection Lens
- Tripod Stereo Screen
- 6 Pair Spectacles
- Viewfinder & Adapter for Camera
- Adapter for Projection Lens

IMPORTANT! SPECIFY MODEL OF YOUR CAMERA & PROJECTOR WHEN ORDERING.

Unbelievably Priced At **89.50 BRAND NEW**

Reg. 58.50 FAMOUS GOLDE MANUMATIC PROJECTORS AT AN EXCEPTIONAL PRICE

Only 34.50 brand new

FIRST COME • FIRST SERVED • 300 WATT • BLOWER COOLED • MANUMATIC CHANGER

c.c. Reg. $12.50, Special $8.50

B. N. GENUINE PRAKTICA FX! 10% DOWN

• Flash Synch. • Removable Lens • Slide Exp. Prev. • Auto Coupels • Spd. from ½ to 1/500

MINIFILM SPECIAL **59.50**

w/f2.9 std. Praktica lens reg. 115.50	SPECIAL	109.50
W/f1.9 Ctd. Primoplan reg. 159.50	SPECIAL	84.50
W/f2.8 Ctd. Tessar Preset reg. 109.50	SPECIAL	84.50
W/f2 Biotar Ctd. Preset reg. 220.00	SPECIAL	194.50
Leather Eveready Case	SPECIAL	8.50
Special Synchro Flash	SPECIAL	7.95
Prism Finder	SPECIAL	13.50

JUST ARRIVED! EXCLUSIVE AT MINIFILM!

BRAND NEW 1954 ROBOT RAPID SEQUENCE CAMERAS at UNPRECEDENTED PRICES!

- Standard 35mm Cartridges
- MX Flash Synch • 55 Pictures Per Roll
- Up to 8 Pictures Per Second

	Reg.	SPECIAL
BRAND NEW ROBOT IIA		
f2.8 Xenar Lens	207.50	69.50
f1.9 Xenon Lens	239.50	89.50
BRAND NEW ROBOT STAR (With Built In Rewind)		
f2.8 Xenar Lens	217.50	99.50
f1.9 Xenon Lens	249.50	127.50

Eveready Case...Reg. 13.50 SPECIAL 9.95 • Robot BC Flash...Reg. 15.50 SPECIAL 9.95

GIGANTIC EXCLUSIVE AT MINIFILM ONLY! 10% DOWN

Famous EDINEX IIIS 35mm Precision Camera at an Unheard of Price

- Coupled Rangefinder
- f2.8 Coated Schneider Lens
- Synchro Shutter
- Delay Action Mech.

37.50 Orig. 74.95

	Reg.	Spec.
Leather Eveready Case	5.95	4.95
Synchro Flashgun	9.95	6.95

SUBSTANTIAL SAVINGS ON THE AMAZING 35mm AUTOMATIC ZEISS CONTAFLEX

- f2.8 Coated Tessar Lens
- Automatic Diaphragm
- MX FLASH SYNCH
- REFLEX FOCUSING

Reg. 149.50

SPEC. $98 USED

Save! Save! Save! New Federal Enlargers DISPLAY MODELS

35—35mm C—Condenser
23—2¼x3¼ B—Diffusion
45—4x5 CL—Cold Light

	Reg.	SPECIAL
35-C Federal 135 f4.5	48.95	34.95
23-B Federal 240 f7.9	24.95	17.45
23-B Federal 280 f6.3	39.75	27.80
23-C Federal 297 f6.3	46.95	32.85
23-CL Federal 250CL f6.3	53.00	37.00
23-C Federal 311 f4.5	69.25	48.47
45-B Federal 450 f4.5	108.50	76.65
45-C Federal 470 f4.5	129.50	90.65
45-CL Federal 450CL f4.5	114.75	80.32

ROBOT ACCESSORY SALE!

BRAND NEW SPECIALS

LENSES	Reg.	NOW
30mm f3.5 Schneider Xenagon W.A.	99.50	69.50
75mm f3.8 Schneider Xenar Telephoto	110.50	79.50
MISCELLANEOUS		
Robot Micro Adapter	150.00	99.50
Electro Magnetic Remote Control	39.50	29.50
Daylite Rewinder For Robot 'A'	5.50	4.00
Cassettes For Robot	3.95	2.90

CLOSE-OUT ON SUPER D GRAFLEX PRESS CAMERAS

WE'RE OVER STOCKED BUY NOW and SAVE!

FOREMOST FOR QUALITY AND VERSATILITY WITH LARGER NEGATIVES

- Automatic Diaphragm Coated Ektar Lens
- Flash Synchronization
- Focal Plane Shutter (speeds up to 1/1000)
- Reflex Focusing
- With Film Pack Adapter

3¼x4¼ Super D f4.5...200.50 **NOW $139**

4x5 Super D f5.6 ...290.50 **Now 148**

ARGUS C4 CAMERA

- f2.8 Coated Lens
- Cpld RF
- MX Flash Synch. Shutter

only 49.00 USED Reg. 89.50

ARGUS C-3 CAMERA

- f3.5 Coated Lens
- Rfdr. Cpld
- With Case & Flashgun

Only 34.50 used

35mm EXA

most compact, popular single lens reflex

- f2.8 Coated Lens
- Interchangeable Lenses
- Full MX Flash Synch.
- Interchangeable with Pentaprism

ONLY 47.00 USED

LIKE NEW PATHE SUPER 16

16mm, 3 lens turret, focus through lens while running, with sound sprockets, including f1.9 ctd lens.

Reg. 499.00

only 267.00

LOOK AT THESE VALUES

CLOSE OUT OF POPULAR LENSES

FOR EXAKTA, PRAKTICA, CONTAX, PENTACON ...

	Reg.	SPECIAL
90mm f4 Sun Tele Lens coated	51.95	29.50
90mm f4 Sun Tele Preset Lens coated	64.95	38.50
135mm f4 Sun Tele Lens coated	59.50	34.50
135mm f4 Sun Tele Preset Lens coated	74.95	42.50
135mm f3.5 Tele Colinar preset lens ctd.	84.95	48.50

EQUAL TO NEW (demonstrators)

COMPLETE YOUR LEICA

Save Almost 50% On Favorite Accessories

Like New 35mm Summaron f3.5 coated wide angle lens. Like New 90mm Elmar f4 coated Telephoto Lens, Chrome Mt. **FREE** Brand New Universal Zoom Finder.

VALUE 256. All For 139.50

FREE NEW MINIFILM BARGAIN BULLETIN CHOCK FULL OF NEW AND USED PHOTO VALUES. WRITE ... TODAY! **FREE**

MINIFILM CAMERA CORP.

1190 Avenue of the Americas (bet. 46-47 St.) New York 36 • JU 2-1416

...Where Customers Become Friends...

10% DOWN

2 FULL YEAR Guarantee

30 DAY FREE TRIAL

AT MINIFILM 30 DAY FREE TRIAL PERIOD 2 FULL YEAR GUARANTEE 10% DOWN!

Used KINE EXAKTA VX 10% DOWN

- Single Lens Reflex Camera
- Synchronized for Flash & Strobe

SPECIAL 159.00

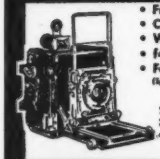
f2.8 Westanar Fully Automatic

f2 Biotar Preset..... 173.50

f2.8 Tessar Preset..... 157.50

f1.9 Xenon Fully Automatic. 226.50

TREMENDOUS REDUCTIONS ON POPULAR USED ANNIVERSARY SPEED GRAPHIC OUTFITS!!



- Front Shutter
- Coupled Rangefinder
- With 3 Cut Film Holders
- f4.5 Lens
- Focal Plane Shutter (Speeds up to 1/1000 sec.)

	Orig.	NOW
2¼x3¼ Speed Graphic	$260	$87.50
3¼x4¼ Speed Graphic	267	94
4x5 Speed Graphic	278	100

SAVE 40.00 BRAND NEW DORMITZER DBI

Reg. 109.50

- Portable
- Lightweight
- 100 Watt Sec.
- With Batteries (For Blk & Wht or Color)

	Reg.	USED
Holland V Portable	119.50	69.50
Mighty Lite Portable	68.50	47.00
SunLite Pocket Pack (Portable)	97.85	59.00

Spec. 69.50

Lastest 35mm PENTACON

Like New With F2 Biotar

- Preset Diaphragm
- Prismascope
- MX Flash
- Delay Action
- 1 sec. to 1/1000

Special Only 148.00

Tremendous SALE on Famous 35mm SUPER DOLLINA 11 CAMERAS!!

MINIFILM now offers the latest 1954 series at sensationally low prices

- SPLIT FIELD CPLD. RFDR.
- Compur rapid MX synch shutter
- Body shutter release
- Double exposure prevention

BRAND NEW SUPER DOLLINA 11

w/f2.8 ctd Tessar lens (reg 119.50) Special 59.50

w/f2 ctd Heligen lens (reg 129.50) Special 69.50

Leather Eveready Case . . . 8.50

LEICA IIIF CAMERA 10% DOWN

- f2 Ctd. Summitar Lens
- 1 Sec. to 1 1000
- Fully Synch.

174.00

USED	
W f1.5 Xenon used	199.00
W f2 Summicron used	198.00
W f1.5 Summarit used	219.50

35mm BOLSEY B2 10% DOWN

- f3.2 Coated Lens
- Cpld. Rfdr.
- Built In Flash Synch
- Case—Flashgun

Reg. 60.50 USED SPECIAL 34.50

NOW...A ROLLEI FOR ALL! 10% DOWN

USED	
Latest Auto Rolleicord IV. f3.5 Xenar MX. Only	86.75
Used Auto Rolleiflex III, f3.5 Xenar. MX. Only	118.
Used Auto Rolleiflex III, f3.5 Ctd. Tessar MX. Only	129.
Used Auto Rolleiflex 2-8C, f2.8 Ctd. Xenotar MX. Only	197.

POLAROID LAND CAMERA 10% DOWN

Finished Prints in 60 Sec. 47.50 USED

New Polaroid Flashgun	11.90	Polaroid Exp. Meter	14.25
Close-up KIT	8.90	Camera Case	14.95
Polaroid Film, 8 Exp.	1.75	Master Compartment Case	29.75
Filter KIT	8.90		

Used PATHFINDER f4.5, XM Rfdr. (reg. 249.50) ONLY 184.00

Brand New Polaroid Highlander..69.95

Save up to 40% on brand new 8mm MOVIE LENSES! 10% DOWN

Will Fit All Standard 8mm Cameras

1½" f3.5 Tele	7.50		
1½" f3.5 Foc. Mt.	11.95	1½" f1.5 Foc. Mt.	31.00
1½" f2.5 Foc. Mt.	19.95	7mm f2.5 W.A.	18.50
1½" f1.9 Foc. Mt.	29.00	6mm f1.9 W.A.	28.75

STEREO REALIST 10% DOWN

- f3.5 Coated Lenses
- Able Exp. Prov.

USED 86.00 ONLY

REVERE STEREO

- f3.5 Coated Lenses
- Able Exp. Prov.

USED 86.00 ONLY

DON'T BE WITHOUT AN EXPOSURE METER! 10% DOWN

Weston Master II	16.95
Norwood Director	14.35
GE DW 68	11.95
GE PRI	18.50
DeJur 58	6.50

USED VALUES

FAMOUS CONTAX CAMERAS 10% DOWN

Drastic Reductions for Rapid Turn-Over

USED	
Contax II f2 Zeiss Sonnar	99.00
Contax IIA f2 Zeiss Sonnar Ctd. Synch.	174.50
Contax IIA f1.5 Zeiss Sonnar Ctd. Synch.	189.50
Contax III f2 Zeiss Sonnar (Exp. Meter)	109.50
Contax IIIA f2 Zeiss Sonnar (Exp. Meter) Ctd. Synch.	198.50
Contax IIIA f1.5 Zeiss Sonnar (Exp. Meter) Ctd. Synch.	234.95

USED SLIDE PROJECTOR PARADE 10% DOWN

	Reg.	Special
TDC Maintiner 300W D.C. Selectron	50.50	33.00
ANDES PO 300 D.C. Case	40.50	27.50
LaBELLE 55 500W Automatic	95.00	56.00

35mm BULK FILM LOADER

W 10 EMPTY CARTRIDGES 4.95

W/100 Ft. Fresh Safety Film, Kodak Plus X or XX 8.30

12 36 Exp. Reloads, Plus X or XX 3.40

BOLEX H16 CAMERA! 10% DOWN

- Single Frame
- Auto Threading
- 8 to 64 Frames
- Forward—Reverse
- 3 Lens Turret
- f1.9 Lens

USED 159.00

Bolex H8 Camera equipped as above ... 189.00

Save 45.50! KODAK AUTOMATIC RETINA IIA CAMERA 10% DOWN

- XM
- Compur Rapid Shutter
- Cpld. Rfdr.
- f2 Coated Lens

ONLY 77.50

USED

When New	135.00
Carrying Case	7.50

USED KODAK SIGNET 35mm CAMERA 10% DOWN

- Cpld. Rfdr.
- f3.5 Ctd. Ektar Lens
- Synchro Shutter

ONLY 49.00

List 92.50

Eveready Case	7.50
Flashgun	6.95

Leica is first again... A COMPLETELY NEW LEICA! 10% DOWN

M3 With Sensational New Automatic Features

- COMBINED RANGEFINDER & VIEWFINDER
- Viewfinder adjusts auto for all lenses
- New Patented Quick-Change Mt.
- Full M-X Synch
- Rapid Wind Lever
- Delay Action Mechanism
- All Speeds On One Knob
- Open Hinged Back

LEICA M3 f3.5 Elmar M	249.00
LEICA M3 f2 Summicron M	447.00
35mm Summaron f3.5M W.A.	68.00
90mm Elmar f4M Tele	63.00
135mm Hektor f4.5M Tele	141.00

THE BEST IN MOVIES BELL & HOWELL OUTFIT 10% DOWN

B&H 8mm 220 Camera
- f2.5 lens

PLUS

B&H Model 221 Projector
- 400 FL Capacity
- 500 Watt Lamp
- Carry Case

- Life Size Viewfinder
- 10 FL Film Run

BOTH FOR 89.00 USED

FACTORY ORIGINAL FILM

Guaranteed Fresh 35mm ANSCO COLOR RELOADS

EACH 1.29

4 for 4.99

20 Exp. Daylight or Tungsten

The Professionals Choice 10% DOWN

LATEST B.N. 4x5 PACEMAKER GRAPHIC

- 135mm Schneider f4.7 Ctd. Lens
- Compur Rapid MX Synchro Shutter
- Kalart Cpld. Rfdr.
- Holland Flashgun
- Grafmk Back
- Ektalite Field Lens
- Cut Film Holder

4x5 PACEMAKER CROWN GRAPHIC Complete	200.50	SPECIAL 207.50
4x5 PACEMAKER SPEED GRAPHIC Complete		
Reg. 303.50		SPECIAL 232.00

SAVE 44% NOW–Brand New R. F. Prism Viewer For

Reg. $85 SPEC. 47.50

Exakta V
Exakta VX
Exa

MINIFILM CAMERA CORP.

1190 Avenue of the Americas (bet. 46-47 St.) New York 36 • JU 2-1416

...Where Customers Become Friends...

Please Rush Me The Following Equipment.....

Price ..... Enclosed is Balance Due.....

Ship Equipt. C.O.D. (20% Down Required).....

NAME.....

ADDRESS.....

CITY..... ZONE..... STATE.....

PLEASE SEND TIME PAYMENT INFORMATION.

COFFEE BREAK

(Continued from page 12)

graceful, effortless performance. But what goes on behind the graceful, effortless performance? This is what Ruebelt tries to add in his photographic commentary.

Ruebelt's swimmer also bears study. Again, you don't see the feet, but you do get an extensive view of the arm motion, the turn of the head for breathing.

Such an approach to action photographs should not displace entirely the over-all picture now generally seen, but it could add a great deal for the viewer who would like to know a bit more about the insides of sport.

Ruebelt incidentally uses a Leica with a 200mm lens for his close work.

THE PENSIVE SICK • • •

A young photographer of our acquaintance, who supports his efforts as a serious documentarian by taking pictures for advertising campaigns, came into the office with two pictures of a girl friend. One was gay and cheery in mood while the other one showed the young lady in rather subdued, thoughtful composure.

Unfortunately, although we admired his taste in models, we told him that we just couldn't use the pictures. Nice snapshots but no permanent value—that's what we thought.

The next time we saw the photographer there was a look of triumph upon his face.

"No picture value, eh?" he exclaimed throwing an advertising leaflet upon our desk. And there on the leaflet were the two pictures. Underneath the pensive picture was a caption reading, "ladies do you suffer from blank-blank?" And underneath the gay happy picture was another caption "use Globomine and begin to look like this."

COMING NEXT MONTH • • •

• *Photo Course Continues.* How do you use depth of field, aperture and shutter speed creatively? What are the relationships between the camera settings in terms of making outstanding photographs. Photographer Harold Feinstein, in a remarkable set of pictures, gives you the answers.

• *Using Flash.* A completely different approach to flash photography reveals how flash can be used to get just the mood you want in your picture.

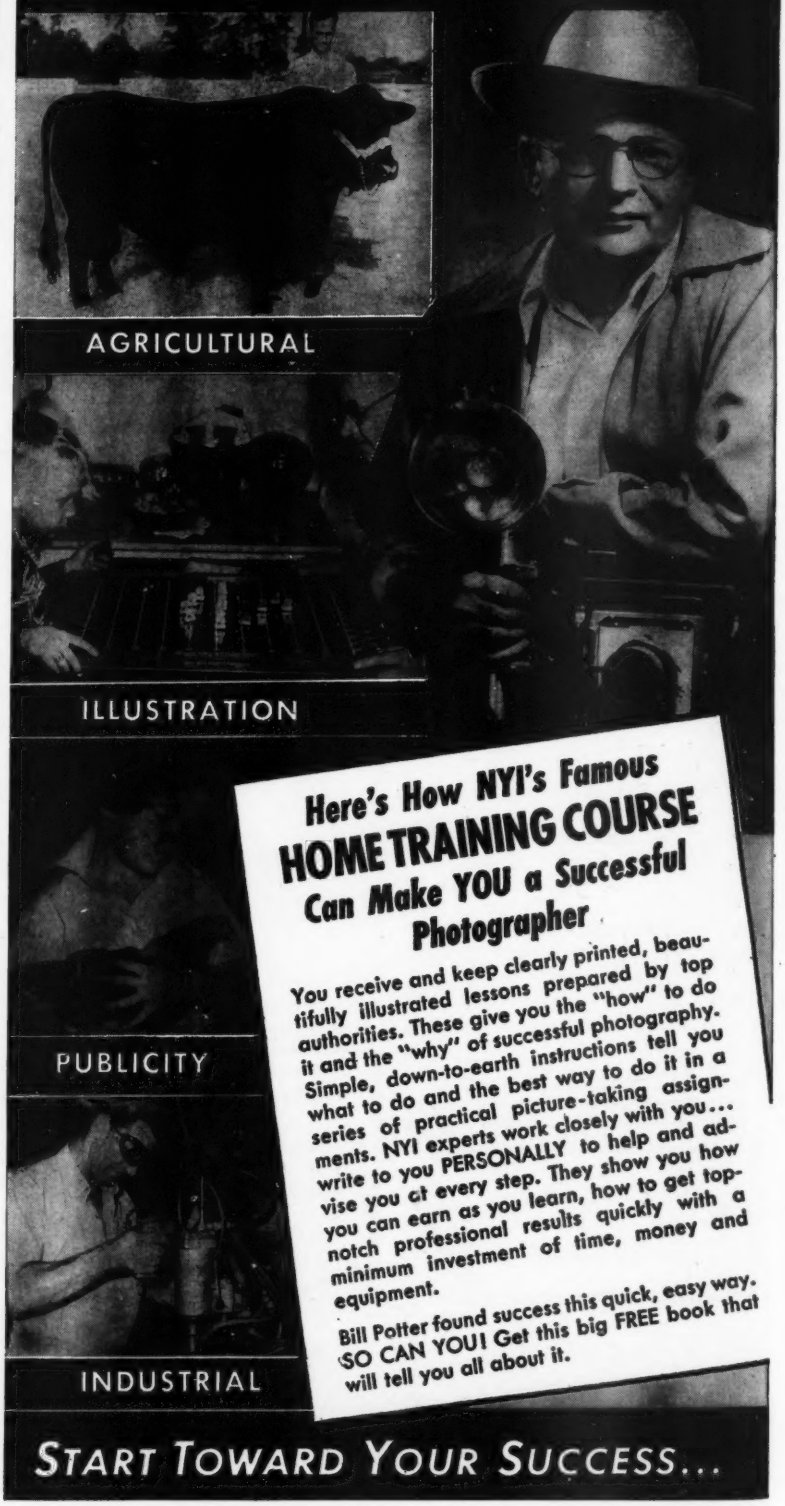
• *Report on the new Hasselblads.* A lot of praise and criticism has been heaped on this Swedish single-lens reflex. MODERN tests the latest model plus the sensational wide-angle camera and tells the facts about them—both the good points and the bad ones.

• *Seeing in Stereo.* MODERN offers its readers a radically different technique for enjoying stereo pictures with an extremely inexpensive viewer.

• *Raphaelson on Photography.* One of the leading playwrights (*Skylark, Accent on Youth*) recreates the thinking behind his finest photographs, analyzes his techniques.—THE END

Wherever You Live—
Whatever Your Age—

NYI HOME STUDY TRAINING in



Here's How NYI's Famous
HOME TRAINING COURSE
Can Make YOU a Successful
Photographer

You receive and keep clearly printed, beautifully illustrated lessons prepared by top authorities. These give you the "how" to do it and the "why" of successful photography. Simple, down-to-earth instructions tell you what to do and the best way to do it in a series of practical picture-taking assignments. NYI experts work closely with you... write to you PERSONALLY to help and advise you at every step. They show you how you can earn as you learn, how to get top-notch professional results quickly with a minimum investment of time, money and equipment.

Bill Potter found success this quick, easy way. SO CAN YOU! Get this big FREE book that will tell you all about it.

START TOWARD YOUR SUCCESS...

PHOTOGRAPHY can bring you SUCCESS LIKE THIS!

NAME: Bill Potter
ADDRESS: Stephenville, Texas
ENROLLED: May, 1953
AGE: 49
GRADUATED: May, 1954

"I consider it a privilege to offer my personal recommendation to those who may be considering enrollment in your excellent Home Study Course. For myself, I would not take $5000 to forget what NYI taught me.

"At first I was only interested in adding a 'plus' to my work in publicity and public relations. Now photography takes 75% of my time. By the end of the year I'll be in it full time -- with work all lined up that will take me 'on location' to several states and will run into a five-figure income. Along with my many other assignments, I figure I'm doing better than good and only wish I'd taken the Course years ago.

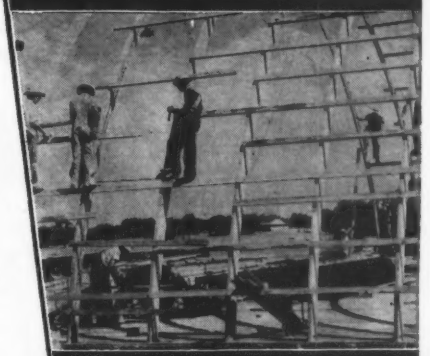
"If others could just begin to realize how essential your training is to real success in this field! In one short, fascinating year, I've gone from scratch to an established professional reputation that secures my future in photography. Besides, the extra money my pictures brought in while learning easily covered the purchase of new equipment and the cost of the Course itself.

"And one word more -- what I've been able to do at my age in a small community like this, anyone can do. All it takes is your wonderful training to capitalize on opportunities that are plentiful everywhere."

Bill Potter

from his letter dated July 24, 1954

NEWS



COMMERCIAL

PORTRAIT

45th YEAR

One of AMERICA'S OLDEST and LARGEST Photography Schools

Leadership since 1910

NEW YORK INSTITUTE OF PHOTOGRAPHY
Dept. 117, 10 West 33 Street, New York 1, N. Y.

VETERANS!
Both Resident and Home Study Courses
APPROVED FOR VETERAN TRAINING

RESIDENT TRAINING COURSES

If you prefer On-the-Spot training NYI offers four complete professional courses and special short-term courses, tailored to your individual requirements. Facilities include 14 studios, 18 streamlined labs, glamorous models, all types of cameras, and an outstanding instructional staff. Day and night sessions. Co-ed. Easy payment plan. Free Job Placement Service. Visit, write or phone our Resident School for complete information.

NEW YORK INSTITUTE OF PHOTOGRAPHY
Dept. 117, 10 West 33 Street, New York 1, N. Y.

Please send me complete information regarding
☐ Correspondence Course ☐ Resident Training

Name .....

Address .....

City ..... Zone ..... State .....

☐ Check if eligible under new G.I. Bill.

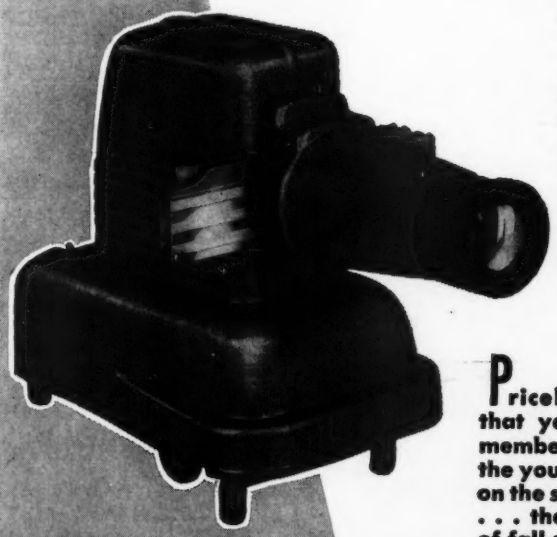
SEND FOR *FREE BOOK* TODAY!

Guaranteed for a Lifetime

Viewlex

2¼ x 2¼

AND 2x2 SLIDE PROJECTOR



Model V-5, 150-watt convection cooled.

Model V-53, 300-watt motor fan cooled.

Model V55, 500-watt motor fan cooled.

Priceless moments that you want to remember always . . . the youngsters playing on the sun-kissed sands . . . the colorful glory of fall on a brisk October morning . . . birthday parties — graduations — all those memorable milestones of family life that become more precious with the passing years. Capture and hold them forever on your color slides . . . and when you re-live the scenes that make life worthwhile . . . choose Viewlex to give your slides the kind of projection they deserve.

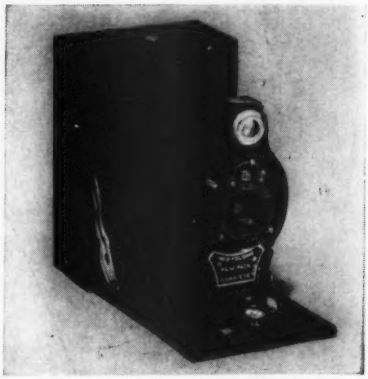
For colorful illustrated literature Write Department DF2

Priced from $38.05 to $495.00 at all better camera stores

Viewlex INC. 35-01 QUEENS BOULEVARD LONG ISLAND CITY 1, N. Y.

A LATENT IMAGE SURVIVES

A camera (*below*), a Kodak No. 2 Folding Film Pack Hawk-eye, had seen better days. Dating from 1922, when it sold for $5, the camera had passed from a landed estate into a corner heap of a



Swapped for a stop watch.

Brooklyn antique shop. There, Yale Brevda, of Brooklyn, spotted it and negotiated a trade: an old stop watch for the Kodak.

What he didn't expect was that the camera still contained a pack of exposed 2¼ x 3¼ film that some Sunday snapshooter forgot to have processed years ago. A local lab undertook the job, and the image, though worn by the years, came through. The "who," "where," and "when" are still a mystery.—THE END.

The scene: twenty (or thirty?) years dormant on an undeveloped film pack.

Westen's

Sells to G.I.'s and Civilians the world 'round

only **10% DOWN!**

SEND YOUR EQUIPMENT FOR TRADE

EVERYTHING BRAND NEW • IN STOCK • FULLY INSURED

EXACTLY AS ADVERTISED! GUARANTEED DELIVERIES!

Complete CROWN and SPEED GRAPHIC Outfits

1954 Models • Brand New • Listed are all items in each Graphic outfit

Size of camera and choice of lens determines price of complete outfit.

(That is, you get the complete Graphic outfit as listed to the right, and the price you pay is shown following the camera and lens you choose.)

YOU'RE ALL SET FOR PICTURE TAKING

SIZE	LENS	COMPLETE OUTFIT PRICES SPEED GRAPHIC	CROWN GRAPHIC
2¼X3¼	f4.5 Ektar 4"*	$309.00	$274.00
	f3.5 Schneider Xenar 4⅛"	327.00	289.00
	f3.5 Zeiss Tessar 4⅛"	335.00	299.00
3¼X4¼	f4.7 Schneider Xenar 5"	319.00	279.00
	f4.7 Ektar 5"	329.00	292.00
	f4.7 Optar 5¼"	331.00	295.00
4X5	f4.7 Schneider Xenar 5"	319.00	279.00
	f4.7 Ektar 5"	334.00	294.00
	f4.7 Optar 5¼"	334.00	294.00
	f4.5 Zeiss Tessar 5¼"	349.00	309.00
	f3.8 Schneider Xenar 5¼"	365.00	325.00
	f4.5 Ektar 6"	355.00	315.00
	f4.5 Zeiss Tessar 6"	359.00	319.00
	f3.5 Schneider Xenar 6"	399.00	359.00
Complete 2¼ x 3¼ Century Outfits	f4.5 Graftar		$199.00
	f4.5 Ektar 4"*		249.00
	f3.5 Zeiss Tessar		259.00

Outfits furnished with Ektalite Screens at no charge. *With 1/800 sec. flash supermatic shutter at $13.00 additional. All Zeiss lenses "T" coated. All Graphics with GRAFLOK backs. ALSO AVAILABLE—Speed and Crown Graphic boxes only.

HERE'S WHAT WE SEND YOU!

(All Items Are Brand New!)

- Camera you select
- Coated lens of your choice
- Synchro Shutter
- Kalart Cpld. Range Finder
- Wide Angle f6.8 Coated Lens, German Made, in Synchronized Shutter Up to 1/300 Second*
- Complete 3 Cell Flash Gun
- Graphic Film Pack Adapter
- 6 Cut Film Holders
- Sunshade
- Adapter Ring
- 4 Series VI Filters
- Deluxe Carrying Case
- Factory Guarantee

*Furnished with outfits at no extra cost on cash orders only.

Complete EXAKTA 35mm Outfits

(Choice of Lens Determines Price of Complete Outfit)

Complete Exakta Outfit

HERE'S WHAT YOU GET IN EACH OUTFIT!

(All Items Brand New)

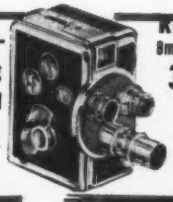
Camera • Coated lens of your choice • 135mm f4.5 Albinar Telephoto, Coated, German-Made • B-C Flashgun • Extension Tube Set • 3 Filters • Eveready carrying case • Lens Shade • Adapter Rings • Instruction Book • Factory Guarantee

CHOOSE YOUR FAVORITE LENS—THE PRICE FOLLOWING IT SHOWS WHAT YOU PAY FOR THE COMPLETE OUTFIT AS LISTED ABOVE

Lens	Complete Outfit Prices
f3.5 Zeiss Tessar	$279.00
f2.8 Fully Automatic Westenar	325.00
f2. Fully Automatic Westagon	365.00
f2. Zeiss Pre-set Biotar	399.00
f1.5 Angenieux Pre-set	435.00

G.I. ORDERS GET THE GREEN LIGHT AT WESTEN'S

Every-Thing Brand New!



REVERE Movie Camera

8mm Magazine Turret—Model "44"

3 LENS OUTFIT

$139.50

Complete—includes Camera PLUS 12½mm f2.5 Raptar, 38mm f3.5 Kinetel Telephoto, and f2.5 Kinetar Wide Angle Outfit as above with three f1.9 lenses $189.50

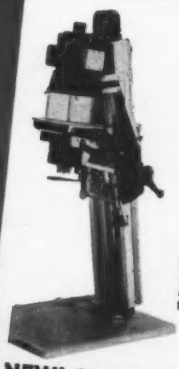
New! EXAKTA 66

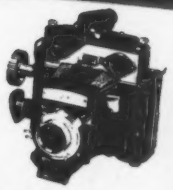
2¼ x 2¼ CAMERA

$299.00

Limited Supply

Features 29 shutter speed settings from 12 seconds to 1/1000th second. M-X synchronization; waist-level finder interchangeable with accessory eye-level Pentaprism, complete with 80mm Zeiss Tessar f2.8 coated lens with Preset Diaphragm.





New! OMEGA 120 CAMERA

Precision engineered for natural 2-hand operation. 9 exposures (2¼ x 2¾) per 120 roll film. Automatic film advance. Rotary flashbulb attachment.

$239.50

NEW! AUTOMEGA D-3 Enlarger With Omegalite Head $197.50

Automega D-3 with Condenser Head $207.50

WE BUY USED CAMERA EQUIPMENT FOR CASH!

HIGHEST TRADES GIVEN

Westen's

802 STATE STREET
SANTA BARBARA
CALIFORNIA
Telephone 2-9181

• CHECK WITH ORDER—PROMPT DELIVERY •

FREE GIFT

GET THIS HANDY → FLASHBULB HOLDER AS A GIFT

with your order of $3.00 or more from this ad plus 20¢ for postage and handling.

HOLDS 12 FLASHBULBS

Ready for use

★ **JUST PUT THE STRAP OVER YOUR SHOULDER** and you are ready to take flashbulb pictures with ease . . . enables you to have your bulbs handy when you want them . . . provides safe storage . . . and serves as a receptable for used bulbs which you can push through holes from the back of the tray. A $3.00 **VALUE!** Rush Your Order Today!

COLOR FILM & PROCESSING

☐ **FREE COLOR ENLARGEMENT**

. . . with every roll color film processed at **ONLY $1.00.** Any ANSCO COLOR or EKTACHROME custom processed by experts (35mm is mounted). . . . You get FREE 50c value coupon for 2¼" x 3¼" color enlargement—a $1.50 value for ONLY **$1.00**
35 exp.—**$2.00**

☐ **ANSCO 35MM COLOR RELOADS**

Made from factory-fresh brand new Ansco film. Do not confuse our quality reloads with other types offered, that are made from short ends of outdated movie film. Your Money Back If Not Completely Satisfied. Daylight ASA or Tungsten.
20 exp. **$1.50**—5 for **$6.95**—SAVES YOU **55¢**

SAVE ON BLACK & WHITE FILM

☐ **KODAK 35MM RELOADS**

Enjoy BIG SAVINGS by stocking up now with our reloaded cartridges of laboratory tested, factory fresh, 35MM film. Reloaded from original 100 ft. factory packed KODAK film. Fully guaranteed. Expiration date one year ahead. Each frame is numbered to make re-ordering prints and filing easy. FULLY GUARANTEED. You must be fully satisfied that this is the best film you can buy anywhere.
Plus X or Super XX
36 exp. rolls 65¢.....**5 for $3.00**
20 exp. rolls 45¢.....**5 for $2.00**

☐ **FAMOUS 35MM ILFORD FILM** Imported from England

Now you can use the film used by leading press photographers who work under adverse lighting conditions. A panchromatic film of extreme speed, medium contrast and well-graded tone scale.
35MM HP3—36 exp. ONLY..$1.28—3 for $3.59

CUSTOM QUALITY FILM PROCESSING

☐ **35MM FINE GRAIN DEVELOPING**

Superb salon quality prints. 4 day service. Prints enlarged to 3¼" x 4½". Glossies on Du Pont Varigam.
20 exp. rolls, **$1.50**—36 exp. rolls, **$2.00**

☐ **ROLL FILM—FINE GRAIN DEVELOPING AND ENLARGING**

Fast service, superb salon quality glossy prints
☐ 120—12 exp. to 4½" x 4½" prints . . . **$1.50**
☐ 120—12 exp. to 3½" x 3½" prints . . . **$1.15**
☐ 116, 120, 127—16 exp. 3¼" x 4½" prints **$1.25**
☐ Any 8 exp. to 3¼" x 4½" prints . . . **$ .85**

☐ **SALON QUALITY ENLARGEMENTS**—D. W. Matt
☐ 4"x6" or 4"x5" **30¢ ea.** ☐ 5"x7" **50¢ ea.**
☐ 8"x10" . . . **75¢ ea.** ☐ 11"x14" . . **$1.25 ea.**

☐ **35MM BLACK & WHITE SLIDES**

The most thrilling way to look at your pictures is on the screen. Now all your friends can see your pictures at the same time. Slides made from any size negative or photo. Specify cardboard mounts or film strips.
3¢ per frame from complete 35mm roll unmounted **—10¢** mounted. **25¢** ea. from negatives larger than 35mm—**40¢** from photos.

EVERYTHING IS FULLY GUARANTEED

MAIL THIS VALUABLE COUPON TODAY

NATIONAL PHOTO LABS
New Hyde Park 51, New York

Please send me as my FREE GIFT the **HANDY FLASHBULB HOLDER.** Here is my order for $3.00 or more for items checked above plus 20¢ for packing and shipping. I enclose $.....

NAME

STREET ADDRESS

CITY ZONE STATE

☐ **Send me FREE MAILING BAGS, a sample print showing quality of work, list of services.**

NATIONAL PHOTO LABS

New Hyde Park 51, New York

New products

Bolsey-Flex Camera

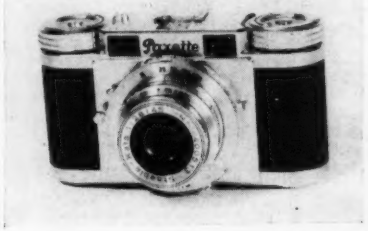
Internal sync, double exposure prevention, a coated f/7.7 taking lens and diaphragm stops of f/7.7, f/11 and f/16 are featured in the new medium priced Bolsey-Flex 2¼ x 2¼ reflex camera. It has shutter speeds marked for Time and Instantaneous (approximately 1/25 second), and focuses to 5, 15, 20 feet and infinity. Made of die-cast

aluminum, the Bolsey-Flex is covered in grey imitation leather and has polished aluminum trim.

In addition to the Bolsey-Flex, there's an all aluminum flashgun which features telescoping action—that is, the reflector slides down the battery case to form a compact unit when the flash is not in use. Price, including camera, flash unit and everready carrying case, $29.95. For additional information, write:
BOLSEY CORP. OF AMERICA
118 E. 25TH ST., NEW YORK 10, N. Y.

Paxette 35mm Camera

Some of the features of more expensive cameras are included in the Paxette, a new 35mm camera from Western Germany. The Paxette has coupled shutter wind, film transport and counter. Also featured are: depth



of field scale, built-in sync, built-in self-timer, film reminder dial, double exposure prevention, and a built-in extinction type exposure meter with a corresponding exposure scale on the everready case. The camera has a 45mm f/2.8 Kalaplast lens and a Pronto shutter with speeds of 1/25,

(*Continued on page 22*)

why . . . . . .

. . . are so many photographers switching to this newest precision speed light?

Megalume 1 ®

The Portable SPEED LIGHT With Uniform Light Coverage

Its powerful light never weakens

100 watt second output

3,000 Beam Candle Power Seconds in 1/2500th of a second

Re-cycles in 6 seconds on AC or 9 seconds on its battery

Weighs only 8 pounds

Works on AC or its own battery

Built-in charger works in homes, offices

Photographers everywhere are discovering how dependable a good speed light can be as they switch to Megalume 1. Produced by a company with more than 40 years' experience in making the highest quality electronic and communications equipment for the Armed Forces, Megalume makes no compromise with quality for the sake of price in a competitive market.

Clarke Instruments

Division of
NATIONAL ELECTRICAL MACHINE SHOPS INC.
Silver Spring, Maryland

Write Dept. B for Your Free Descriptive Folder

THE COUNTRY IS GOING 35-MM, AUTOMATIC, SINGLE-LENS REFLEX WILD!

Not since the candid camera craze has there been such a switch to one type of camera. And for a good reason. Once you've tried an automatic single-lens reflex, you can't go back to the old, obsolete way of taking pictures.

The modern, Twentieth Century way is the easy, fast, automatic, single-lens reflex way. Look into the viewfinder of an automatic Pentacon or Praktiflex camera and you'll realize how and why single-lens reflex cameras rank first in popularity today.

With Pentacon or Praktiflex Cameras you have available a choice selection of Wide Angle and Telephoto Lenses ranging from 28-mm to 1000-mm in focal length and as fast as f/1.5. Lenses for Pentacon and Praktiflex Cameras are interchangeable.

Extension tubes, microscope adapters, bellows extensions, and many other accessories are available for Pentacon and Praktiflex.

THE AUTOMATIC PENTACON

AUTOMATIC PENTACON WITH
50-mm., f/2 fully automatic preset diaphragm Westagon....$259.50
50-mm., f/1.5 preset diaphragm Angenieux S21.....$299.50
Fully automatic Westagon alone.....$110.00

One of the finest, most luxurious of the automatic single-lens reflexes is the impressive 35-mm. Pentacon, a remarkable German design and engineering feat. The Pentacon permits you to see the actual picture you are getting in the enlarged, film-size, eye-level prism viewfinder up to the split second it is taken, with complete control over composition, sharpness and depth of field. The upright image, sides unreversed, is a great advantage in sports and other fast action photography. Some of the other outstanding Pentacon features are: coupled film transport and shutter cocking; speeds from 1 second to 1/1000 with a focal plane shutter; built-in synchronization for regular and electronic flash; built-in delayed action self-timer; interchangeability of lenses ranging in focal length from 28 to 1,000 mm.; no parallax; available with a complete line of fully automatic and preset diaphragm lenses. We invite you to see the new Automatic Pentacon at your dealer.

THE AUTOMATIC PRAKTIFLEX FX

AUTOMATIC PRAKTIFLEX FX WITH
50-mm., f/2.8 fully automatic Isco Westanar.....$139.50
50-mm, f/2 fully automatic Isco Westagon.....$179.50
50-mm., f/2.8 Isco Westar.....$ 99.50
Fully automatic Westanar alone.....$89.50 (plus $10 installation)

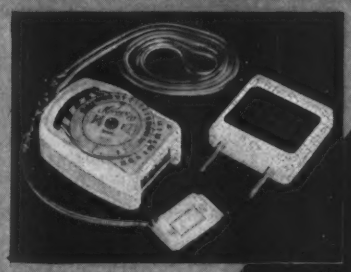
The Automatic Praktiflex FX is the latest version of the camera that has made photographic history. Now you can have the tremendous advantages of the 35-mm., single-lens, reflex system with the versatility and operating speed and ease of the fully automatic preset diaphragm lens at a price lower than that of cameras without these features. The Automatic Praktiflex FX gives you the exact picture you see on the viewfinder ground glass by means of through-the-lens focusing—no parallax, complete control of composition, sharpness and depth of field, an upright image on the group glass. An accessory prismatic finder converts your regular finder so it can be used at eye level and provides an upright image with the sides unreversed for following fast action. Other features include: interchangeability of lenses from 28 to 1,000 mm., including a complete line of fully automatic and preset diaphragm lenses; built-in synchronization for regular and electronic flash; speeds from ½ to 1/500 second with focal plane shutter; and coupled film transport and shutter cocking. We invite you to see the new Automatic Praktiflex FX at your dealer.

WARRANTY
Included with each Pentacon and Praktiflex camera, imported and supplied by The Prakticon Co., Inc., is a factory authorized Guarantee Certificate, Import Certificate and Owner's Registration Card, all of which are imprinted with the serial numbers of the camera and lens issued by The Prakticon Co., Inc.

THE HORVEX EXPOSURE METER

Horvex Meter with incident light converter, and chrome neck chain.....$23.95
Supersensitive Amplifier Unit for Low Light.....$ 7.50

The Prakticon Company takes great pride in introducing the Horvex Exposure Meter, the peer of German meters, to the American photographer. The Horvex permits you to take exposure readings both preferred ways—the reflected-light or direct method and the incident-light or indirect method. The meter is converted from one method to the other by the simple removal or insertion of an opal diffuser screen that slips in front of the sensitive photoelectric cell. The Horvex also has an amplifier unit or additional supersensitive element that permits accurate readings to be taken even under extremely poor lighting conditions. The element is plugged into the sockets on the underside of the meter. The Horvex is calibrated on one scale for films with Weston, A.S.A. and 10° DIN speed ratings and provides exposure readings ranging from 2 minutes to 1/1000 of a second, f/1.4 to f/22 apertures. The Horvex comes with a chrome neck chain and is highly recommended for both still and movie photography. We invite you to see it at your dealer.

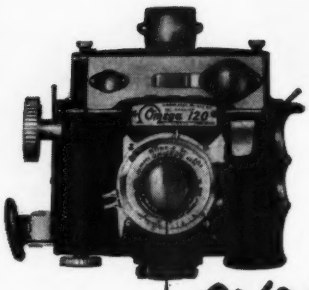


The Guarantee Certificate insures your camera for one year against any defects in material or workmanship . . . the Owner's Registration Card gives protection in the event of loss or theft and entitles you to free information and Technical Services . . . the Import Certificate provides for the duty free re-entry of your Pentacon or Praktiflex camera when traveling abroad.

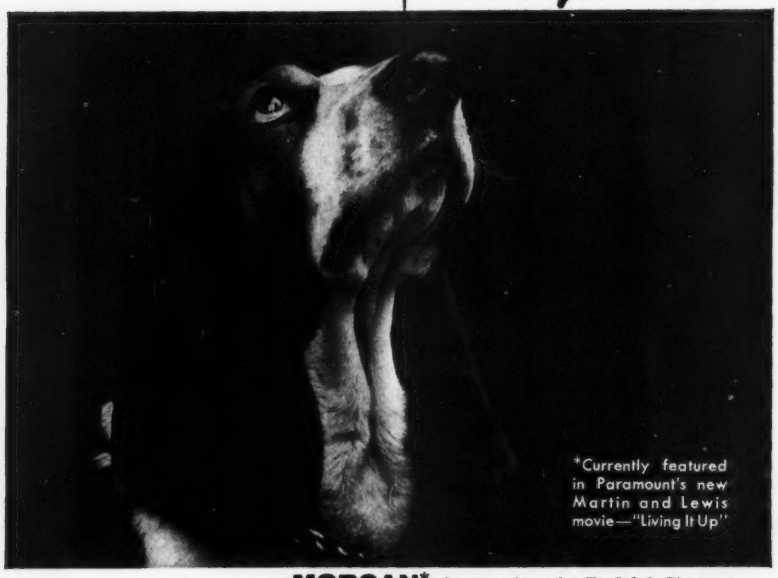
PRAKTICON CO., INC.

705 Bronx River Road
Bronxville 8, N. Y.

Exclusive, factory appointed representatives in the U.S.A. for Sales and Service of Pentacon and Praktiflex Cameras, and Horvex Exposure Meters.



right on the nose *every time*



MORGAN*: Omega photo by Rudolph Simmon. New 2¼ x 2¾ negative size is *directly* proportioned to standard enlarging paper. Makes it easy to hold critically sharp "hairline" detail even in giant blow-ups.

THE ALL-NEW

omega 120

Now, at long last, *any* photographer can get critically sharp, consistently perfect pictures of every kind, with new *automatic* ease and speed.

The remarkable mechanical innovations of the all-new Omega 120 are expressly designed in every detail to *fully realize* the supreme resolving power of great new advances in camera optics.

For example, its exclusive new superimposing rangefinder, more sensitive than the lens itself, gives a *magnified* view of your subject . . . automatically "zeros you in" right on the nose for clear, crisp, beautifully-lifelike definition.

Its new precision pressure plate, synchronized with your shutter release, holds the film perfectly flat during the moment of exposure, then retracts to prevent scratching or buckling. It automatically compensates for atmospheric conditions, further assuring uniform picture sharpness.

Get the full story from your photo dealer on *all* the great new "sharp-shooting" features of the new Omega 120. And, above all, get the superb natural "feel" of its matchless operating ease in your own hands.

makes **sharper** pictures sure and simple

NEW Superb-definition Lens, Custom-designed by Wollensak

NEW Supersensitive, Magnifying "Pin-Point" Rangefinder

NEW Retractable Pressure Plate for Unvarying Film Flatness

NEW "Steady-Grip" Design with Finger-notched Handle

NEW Oversized Controls for "Touch System" Operation

NEW Automatic Parallax-Compensating Viewfinder

NEW Completely Automatic Resetting Action

NEW Six-shot, *Repeater-action* Omega-flash Attachment

PLUS MANY OTHER IMPORTANT NEW FEATURES AND ACCESSORIES

Created and manufactured by the makers of world-famous Omega and Automega enlargers
For free folder write Dept. MP11.

SIMMON BROTHERS INC.
30-28 Starr Ave., Long Island City 1, N. Y.

NEW PRODUCTS

(*Continued from page 20*)

1/50, 1/100, 1/200 and Bulb. Aperture openings are from f/2.8 to f/16. Price, $36.95. The everready case is priced separately at $6.95. For additional information and a free catalog, write:
INTERSTATE PHOTO SUPPLY CORP.
28 W. 22ND ST., NEW YORK, N. Y.

Hico-Lite Electronic Flash

A new model of the Hico-Lite electronic flash unit (*see* MODERN, *March, page 122*), called the Model 109 Pro, features compact design—the power supply is contained in a small, lightweight leather case (measuring 5¾ x 6½ x 3½ inches), while the lamp head

is fastened to the camera. This flash unit, as well as the Model 109, utilizes a new type of reflector which is said to diffuse the light over the entire field. The manufacturer claims a Kodachrome guide number of 40-50.

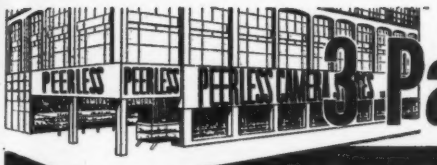
Including batteries and trigger cord, the Model 109 and 109 Pro are priced at $109.50. Additional information is available by writing:
PHOTRONICS DIVISION
HAUMAN INSTRUMENTS CO.
70 COOLIDGE HILL RD.,
WATERTOWN, MASS.

Novel 85mm Koniflex

Unusual compactness is featured in the 85mm Koniflex, a 2¼ x 2¼ twin lens reflex camera from Japan. Normally, its 85mm lenses would mean

greater camera thickness, front to back, than with 75mm lenses. However, by setting the camera on infinity and then giving a counter-clockwise twist, you can rack the front back into the body of the camera.

(*Continued on page 26*)



3 Pages of Peerless Values!

THE STORE with the LARGEST SELECTION of NEW & USED CAMERAS!

10% Down Buys *Anything* at PEERLESS!

PEERLESS SUPER BUYS! EVERY ONE GUARANTEED ONE FULL YEAR!

35mm CAMERAS

	NEW	USED
Ansco Karomat, f2 Xenon ¢*	$134.50	$79.00
Argus C4, RF, f2.8 ¢*	89.50	49.00
Bolsey B2, RF, f3.5 ¢*	59.50	29.50
Bolsey C, f3.2, RF Reflex, ¢*	89.50	49.50
Clarus, f2.8, RF, 1/1000, ¢	.. .	29.50
Contessa MX, f2.8 Tessar, meter ¢*	142.00	94.00
Kodak 35 RF, f3.5 ¢*	. ....	37.50
Kodak Flash Bantam, f4.5 ¢*	.. ..	28.95
Kodak Pony 828, f4.5 ¢*	29.50	21.00
Kodak Pony 135, f4.5 ¢*.	34.75	22.95
Kodak Retina IIa, f2 ¢* .	127.50	77.50
Kodak Signet 35, f3.5 ¢*	89.50	49.00
Kodak Bantam RF, f3.8 ¢*	59.75	39.95
Minox IIIs, f3.5 ¢*, case & chain	139.50	95.00
Minox II, f3.5 ¢	... .	49.50
Robot II, f2 Biotar	.....	59.95
Robot Star, f1.9 ¢*	.. ..	87.50
Voigtlander Prominent, f1.5 ¢*	270.00	159.95
Voigtlander Vito II, f3.5 ¢*	54.50	34.50
Voigtlander Vito III, f3.5 ¢*	99.50	69.50

ROLL FILM CAMERAS

Kodak Chevron, f3.5, 1/800 ¢*.	198.50	145.00
Kodak Medalist I, f3.5 Ektar, RF	... . .	69.00
Kodak Medalist II, f3.5 Ektar ¢*	....	117.00
Polaroid 110 Pathfinder, f4.5 ¢* RF	249.50	167.50
Polaroid Model 80, Highlander ¢*	69.95	49.50
Super Ikonta A, RF, f3.5 Tessar ¢*	102.00	58.50
Super Ikonta B, RF, f2.8 Tessar ¢*	145.00	87.50
Super Ikonta BX, RF, f2.8 Tessar ¢*	172.00	103.50
Super Ikonta C, RF, f3.5 Tessar ¢*	114.00	68.50
Voigtlander Bessa II, RF, f3.5 Skopar ¢, MX	124.50	69.00
Voigtlander Bessa II RF, f3.5 Heliar ¢, MX	169.50	89.00

REFLEX CAMERAS

Ansco Auto Reflex, f3.5 ¢*	189.50	89.50
Ciroflex B, f3.5	.....	29.50
Ciroflex C, f3.5, 1/400	.....	37.50
Ciroflex D, f3.5 ¢* . .	....	47.50
Ciroflex E, f3.5 ¢*, 1/400	.. ...	59.50
Ciroflex F, f3.2 ¢*, 1/400, MX.	.....	69.50
Exakta "6", f2.8 Tessar ¢	295.00	..
Graflex 22, f3.5 ¢*	93.00	59.50
Hasselblad, f2.8 Ektar, 1/1000, ¢*	379.50	259.50
Ikoflex IIa, f3.5 Tessar, ¢*	. . .	87.00
Kodak Reflex I, f3.5 ¢*	. . ...	39.00
Kodak Reflex II, f3.5 ¢*	.	59.00
Richoflex VI, f3.5 ¢*	37.95	.
Rolleicord II, f3.5 Zeiss	.. ...	47.50
Rolleicord III, f3.5 Zeiss, ¢*	..	69.95
Rolleiflex IV, f3.5 Xenar, MX, ¢ * .	134.75	89.50
Auto Rolleiflex, f3.5 Xenar, 1/500, S.T.	.. ..	89.50
Auto Rolleiflex, f3.5 Tessar 1/500, S.T.	.....	97.50
Auto Rolleiflex, f3.5 Xenar ¢*	. ...	118.00
Auto Rolleiflex, f2.8 Tessar ¢*	.....	149.50
Auto Rolleiflex, f2.8 Tessar ¢*	.....	149.50
Auto Rolleiflex, f2.8 Xenotar, ¢*, MX	309.50	199.00
Auto Rolleiflex, f2.8 Zeiss Planar, ¢*, MX	309.50	199.00

SLIDE PROJECTORS

Viewlex V-33, ¢	67.00	39.95
TDC Duo, 500 W, 2 ¼ x 2 ¼ & 35mm	84.50	52.50
TDC Duo, 300 Watt Projector	67.50	39.95
TDC Headliner, 200 Watt	33.50	22.50
TDC Showpack, 300 Watt, Case	52.50	32.50
Golde NuManumatic, 300 Watt	56.50	27.50
Argus, PBB300, Case	48.50	28.95
SVE AAA, Strip & Slide, 300 W	72.50	49.50
La Belle 75 Automatic Case	154.95	99.50

Symbols: RF Coupled Rangefinder, ¢ Coated, ★ Flash Shutter

SINGLE LENS REFLEX '35's'

	NEW	USED
Exa, f2.8 Westar, MX, ¢*	$85.00	$52.95
Kine Exakta, f2.8 Tessar*	.... ..	87.95
Kine Exakta II, f2 Biotar	.. ..	119.50
Kine VX, f3.5 Tessar, MX, ¢*	199.00	137.95
Kine VX, f2.8, Pre-set Tessar, MX, ¢*	259.50	159.95
Kine VX, f2 Biotar, Pre-Set, MX, ¢*	335.00	172.50
Contaflex Automatic, f2.8 Tessar, ¢*	169.00	107.50
Rectaflex, f2 Xenon, ¢*	295.00	137.50

CONTAX, LEICA, CANON NIKON '35's'

Canon IVs2, f1.8 Serenar, ¢*	284.00	168.00
Contax II, f2 Zeiss Sonnar	. .....	99.50
Contax III, f2 Sonnar, b.i. meter	.. ..	109.50
Contax IIa, f2 Sonnar, ¢*	336.00	174.50
Contax IIIa, f2 Sonnar, ¢*, b.i. meter	381.00	198.50
Contax IIa, f1.5 Sonnar, ¢*	367.00	189.50
Contax IIIa, f1.5 Sonnar, ¢*	412.00	237.50
Leica A, f3.5 Elmar	....	29.50
Leica IIIa, f2 Summar	.....	87.50
Leica IIIc, f3.5 Elmar ¢	.....	92.50
Leica IIIc, f2 Summitar ¢	. .	127.50
Leica IIIf, f2 Summitar ¢*	259.50	175.00
Leica IIIf, f2 Summicron ¢*	336.00	209.50
Leica IIIf, f2 Summarit ¢*.	357.00	219.50
Nikon, f1.4, Nikkor ¢*	359.00	199.50

PRESS CAMERAS

2 ¼ x 3 ¼ Century Graphic, f4.5 ¢*	111.50	67.50
4 x 5 Pacemaker Speed, f4.7, ¢* K.R.F.	315.45	179.50
4 x 5 Pacemaker Crown, f4.7, ¢* K.R.F.	271.45	149.50
4 x 5 Super D Graflex, f5.6 Ektar ¢*, Auto.	279.50	159.50

8mm MOVIE CAMERAS

Bell & Howell 220, f2.5 ¢.	49.95	30.00
Bell & Howell Sportster 134V, f2.5 ¢	89.95	54.50
Bell & Howell 134TA Turret, f1.9 ¢.	159.95	99.50
B & H 172B Magazine, f1.9 ¢	164.95	102.50
B & H 172A Mag. Turret, f1.9 ¢	199.95	119.50
Bolex B8, Turret, f2.8 ¢	119.50	87.50
Bolex H8, Turret, f1.9 ¢.	264.75	169.00
Bolex L8, f2.8 ¢	89.95	59.00
Bolex, f2.8 Pan Cinor ¢	219.50	147.50
Kodak Brownie, f1.9 ¢	46.75	31.95
Cine Kodak Mag. 8, f1.9 ¢	149.50	89.50
DeJur, Citation, f2.5 ¢	77.50	51.95
Keystone K-32 Olympic, f2.5 ¢	79.95	47.50
Revere 99 Turret, f2.8 ¢	99.50	54.50
Revere 40 Mag., f2.5 ¢	99.50	54.50
Revere 84 Turret, f1.9 ¢	147.50	84.50
Revere 44 Turret Mag., f1.9 ¢	154.50	94.50

16mm MOVIE CAMERAS

Pathe Super, f1.9 ¢, Turret.	499.50	237.00
Cine Kodak Magazine, f1.9	150.00	69.50
Bolex H-16, Turret, f1.9	269.00	162.00
B & H 70D, Turret, f1.9	.....	149.50
Auricon Cine Voice	695.00	539.50
B & H 200 Turret, f1.9	244.95	159.00

8mm MOVIE PROJECTORS

Revere P-90, 750 Watts.	159.50	79.50
Keystone K109V, 750 W, Case.	159.50	99.50
Kodak Brownie	62.00	42.95
DeJur, 1000 Watts, Case	177.50	105.00
Bell & Howell 221, 500 W, Case	99.95	59.95

16mm MOVIE PROJECTORS

B. & H. Statesman, 750 W, f1.6, Case.	199.95	119.50
Keystone A-82, 750 W, f1.6, Case	139.50	84.50
Keystone K161V, 750 W, Splicer, Case	159.50	99.50
Revere P48, 750 W, f1.6, Case	182.50	102.00

Symbols: RF Coupled Rangefinder, ¢ Coated, ★ Flash Shutter

LEICA CAMERAS

BRAND NEW! LATE MODELS! Savings Priceds! Never Lower!

LEICA IIIF with built-in Self Timer, f2 ctd. Summitar Lens.....Formerly 368.00 — 239.50
LEICA IIF with f2 Ctd. Summitar Lens — Formerly 289.00 — 199.50
LEICA IF with f2 Ctd. Summitar Lens — Formerly 228.80 — 154.50
Leitz Factory Guaranteed — Registration — Import Certificate

Rolleiflex's • Rolleicords

USED! LATE AND LATEST MODELS! All With Built-in Synchronization

ROLLEICORD III, f3.5 Ctd. Zeiss.....List 124.50 — 69.95
ROLLEICORD IV, f3.5 Ctd. Xenar .....List 134.75 — 89.50
AUTO ROLLEI MX, f3.5 Ctd. Xenar .....List 219.50 — 118.00
AUTO ROLLEI MX, f3.5 Ctd. Tessar .....List 239.50 — 138.00
AUTO ROLLEI, f2.8 Tessar, Ctd. .....List 329.50 — 149.50

Zeiss SUPER IKONTA'S

Savings Priceds! Hurry for These!

		USED
ZEISS SUPER IKONTA A, f3.5 Ctd. Tessar, Synch.	List 102.00	58.50
ZEISS SUPER IKONTA B, f2.8 Ctd. Tessar, Synch.	List 145.00	87.50
ZEISS SUPER IKONTA C, f3.5 Ctd. Tessar, Synch.	List 114.00	68.50
ZEISS SUPER IKONTA BX, f2.8 Ctd. Tessar, Synch., built-in Meter	List 172.00	103.50

Latest Kine Exakta VX

Used! Latest Models with Synchronization for Flash & Strobe

KINE VX, f1.9 Ctd. Automatic Xenon.....List 341.70 — 227.00
KINE VX, f2.8 Ctd. Westenar Automatic...List 239.50 — 157.50
KINE VX, f2 Ctd. Biotar Preset .....List 335.00 — 172.50

Linhof Super Technika's

All Used, In Superb Condition
Latest Models! Guaranteed 1 Full Year

SUPER TECHNIKA, 2¼ x 3¼ with 3 Schneider synchronized Lenses, Multifocus Rangefinder .....List 569.90 — 349.50
SUPER TECHNIKA '45' with 127mm Schneider Lens, Synchronized Shutter .....List 359.75 — 219.50

Bolex 8 & 16mm Cameras

All Late Models, Used, In Excellent Condition. Subject to Prior Sale!

BOLEX H-16 LEADER, Latest, Critical Focuser, f1.9 Ctd. Lens..List 269.50 — Used 162.00
BOLEX H-8 LEADER, f1.9 Ctd. Lens..List 259.50 — Used 159.00
BOLEX 8mm B8, Turret, f2.8 Ctd. Lens .....List 119.50 — Used 87.50
BOLEX 8mm L8, f2.8 Ctd. Lens....List 89.95 — Used 59.00

Bell & Howell 16mm Camera's

Some New, Some Used, Everyone Guaranteed 1 Full Year

B. & H. AUTOLOAD, f1.9 Ctd. Lens, Brand New..... 129.50
B. & H. AUTOMASTER, 3 Lens Turret, f1.9 Ctd. Brand New 169.50
B. & H. 70 DL, 3 Lens Turret, f1.9 Ctd. Lens, Used.... 229.50

ZEISS CONTAX'S

Latest Models, Used, Guaranteed with Built-in Flash Synchronization

CARL ZEISS CONTAX IIA, with f2 Coated Sonnar Lens .....List 336.00 — 174.50
CARL ZEISS CONTAX IIIA, with f1.5 Ctd. Sonnar, Built-in Meter...List 412.00 — 237.50

TAPE • WIRE RECORDERS

USED! FAMOUS MAKES! EVERYONE IN EXCELLENT CONDITION!

PENTRON 9-T3C TAPE REC. .....List 189.50 — 79.50
REVERE T500 TAPE REC. .....List 179.50 — 89.50
REVERE T100 TAPE REC. .....List 169.50 — 79.50
AMPRO 731 TAPE REC. .....List 119.50 — 64.50
WEBSTER 228 WIRE REC. .....List 157.50 — 49.50

16mm Sound Projectors

USED! Everyone Guaranteed

	List	Sale
Bell & Howell 285C, Sound & Silent, 1,000 W. 2" f1.6 Lens	449.95	289.50
VICTOR '56', Sound & Silent, 1000 W. 2" f1.6 Lens	400.00	149.50
AMPRO PREMIER '30', 12" Speaker, 1,000 W.	549.00	195.00
NATCO 3015, 12" Speaker, 1,000 W.	479.00	119.00
VICTOR 40, 750 W. 12" Speaker	425.00	99.50
KODASCOPE FSION, 750 W. 2" f1.6 Lens	500.00	129.50
NATCO 3030 Lightweight, 750 W., f1.6 Lens	298.00	119.00

3-D Stereo Cameras

Used with Built-in Flash Synchronization — ALL LATE MODELS!

STEREO REALIST, f2.8 Ctd., Cpld. R.F.....List 198.50 — 119.50
STEREO REALIST, f3.5 Ctd., Cpld. R.F.....List 159.00 — 86.50
REVERE STEREO, f3.5 Ctd., Cpld. R.F.....List 174.50 — 86.50
KODAK STEREO, f3.5 Ctd., Synch.....List 84.50 — 64.50

EASY TERMS! ONLY 10% DOWN!

PEERLESS CAMERA

415 LEXINGTON Ave. at 43rd St. N.Y. 17
Opp. Grand Central Terminal · MU 7-1000

TWO MORE PAGES OF SENSATIONAL BUYS!

PEERLESS Savings! Selections, &

THE STORE with the LARGEST SELECTION of NEW & USED CAMERAS!

NOW YOU CAN BUY PEERLESS EXCLUSIVES

SPECTACULAR PEERLESS EXCLUSIVE!

GERMAN-IMPORT! TWIN-LENS REFLEX!

SAVE $36.55! BRAND NEW!

FLEKTAR

COMPLETE WITH FLASHGUN & CASE! with f3.5 Ctd. Lens

A $53.40 Value

ONLY AT PEERLESS! **16.95**

- Twin-Lens Focusing
- Takes 12 Pictures on 620 Roll
- Synchronized for Flash
- Compact
- Easy to Operate

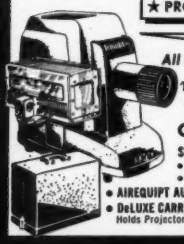
BUY NOW AND SAVE!

ANOTHER PEERLESS EXCLUSIVE BUY!

SVE Model B 2x2 Slide Projector Outfit

SAVE $40.45! BRAND NEW!

★ PROJECTOR ★ CHANGER ★ CASE



All for only **39.95** Total List $80.40!

Outfit Includes:

SVE MODEL B PROJECTOR
- 300-Watt Lamp
- Blower Cooled
- 5" Lens
- In Riviera Green

- AIREQUIPT AUTOMATIC SLIDE CHANGER
- DeLUXE CARRYING CASE Holds Projector with Airequipt Changer & 2 Magazines

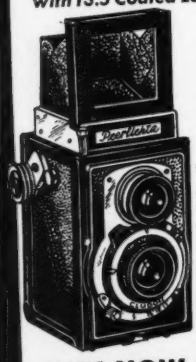
ANOTHER PEERLESS EXCLUSIVE BUY!

BRAND NEW 2¼ x 2¼ PEERFLEKTA II

Twin Lens Imported Camera with f3.5 Coated Lens

A 69.50 VALUE! Only at Peerless **29.95**

Ship. Wt. 7 Lbs.



- Built-in Flash Synchronization
- Fingertip Focusing
- Sportsfinder
- 9 Speed Shutter 1 to 1/200 Sec.
- Body Shutter Release
- Double Exposure Prevention
- Matched Coated Lenses are Coupled in Helical Mount
- Accepts 120 Roll Film

BUY NOW and SAVE!

NEW LOW PRICES!

EXCLUSIVE!

BRAND NEW! HIGH POWER!

Hambletonian PRISM — COATED LENSES **BINOCULARS**

- All-Metal Construction

COMPLETE with Leather CASE & STRAPS

7 x 50 Hambletonian — Individ. Focus — NOW ONLY	25.95
7 x 50 Hambletonian — Central Focus — NOW ONLY	28.95
7 x 35 Hambletonian — Individ. Focus — NOW ONLY	24.95
7 x 35 Hambletonian — Central Focus — NOW ONLY	27.95
6 x 30 Hambletonian — Individ. Focus — NOW ONLY	18.95
6 x 30 Hambletonian — Central Focus — NOW ONLY	21.95
8 x 30 Hambletonian — Individ. Focus — NOW ONLY	20.95
8 x 30 Hambletonian — Central Focus — NOW ONLY	23.45
6 x 15 Hambletonian — THEATRE GLASSES — NOW ONLY	11.95
6 x 15 Hambletonian — 14K Gold Plate — NOW ONLY	15.95
10 x 50 Famous Make — Central Focus — NOW ONLY	42.50
16 x 50 Famous Make — Central Focus — NOW ONLY	48.95

All Prices Plus 10% F.E.T.

A Verified $185.00 Value! Exclusive!

COMPLETE **39.95** Ship. Wt. 25 Lbs.

Complete with Varnished Hardwood Fitted Cabinet!

Full 10-Day Money-Back Guarantee!

Many, Many Versatile Uses! For Boating • Navigation • Sports Events • Bird Watching • Amateur Astronomy • Target Spotting • Civil Defense • Nature Study • Camping • Traveling

SPECTACULAR PURCHASE OF BRAND NEW, NEVER USED, IN ORIGINAL PACKING, GUARANTEED

WOLLENSAK • TERRESTIAL • 16 POWER

TELESCOPES & SPY GLASS

Every Glass Engineered to Rigid U.S. Navy Specifications

HERE ARE THE HIGH STANDARD FEATURES:

THE OPTICS: 16-Power; 65mm Objective; 29mm Ocular • Extremely Bright Image; Huge Field of View • Tremendous Depth of Field! First Quality Precision Coated Lens

THE BODY: Over 2½ feet long • Baked and Lacquered Black, All-Metal Base • Attractive Crinkle Finish for Firmer Gripping • High Grade Craftsmanship on all Parts and Finish.

MOISTURE AND SHOWERPROOF • SHOCK-PROOF • JAR-PROOF • FUNGUS-PROOF • NON-REFLECTING CONSTRUCTION • FINE, ACCURATELY CALIBRATED DIOPTER SCALE.

NOW AT A NEW LOW PRICE!

SAVE $17.55! BRAND NEW!

Exclusive! RIVAL '35' Coated f3.5 Lens — Now Only

- Nine Speeds to 1/300 Seconds
- Built-in Self-Timer
- Built-in Flash Synchronization
- Automatic Frame Counter

List $43.50 **25.95**

Save $38.50! . . . Used

KODAK SIGNET f3.5 Coated Ektar Lens List $87.50!

- Flash Synchronized
- Double Exposure Prevention
- Coupled Rangefinder and
- Viewfinder

Ship. Wt. 5 lbs. **49.00**

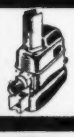
Save $42.25! Used

POLAROID Camera PICTURE-IN-MINUTE List $89.75! Ship. Wt. 10 lbs.

- Coated Lens
- Built-in Flash Synch.
- Focuses from 3¼ feet to infinity
- Takes 3¼" x 4¼" Pictures

47.50

Save $30.50! Brand New!



La BELLE 500 2 x 2 SLIDE PROJECTOR f3.5 Coated Lens List $95.00!

- 500-Watt Lamp
- Blower Coated
- Automatically Feeds and Changes slides

Ship. Wt. 16 lbs. **64.50**

Save $13.00! Used! Famous Make!

EXPOSURE METERS Weston Master II List $29.95 **16.95**

	LIST	USED			
G.E. DW-68	$24.50	15.95	G.E. PR-1	32.50	18.95
NORWOOD DIRECTOR	32.95	14.95	WESTON CADET	19.95	12.95

Average Shipping Wt. 3 lbs.

Save $19.80! Used

MINIATURE CAMERA **KODAK BANTAM RF** f3.9 Coated Ektanon Lens List $59.75!

- Flash Synch. Shutter, Speeds to 1/300 Sec.
- Coupled Rangefinder

Ship. Wt. 5 lbs. **39.95**

Save $25.55! Used

TDC MAINLINER 2 x 2 Slide Projector With Selectron Auto Changer List $59.50!

- Coated Lens
- Blower Cooling
- 300-Watt Lamp
- Fingertip Focusing

Ship. Wt. 16 lbs. **33.95**

Save $40.00! Used HR-40

Heiland Strobonar V ELECTRONIC FLASH UNIT

- Exclusive Circuit
- Lightweight Compact
- 100 Watt Second

List $119.50! **79.50**

Save $72.00! Used

OMEGA D2 PRECISION ENLARGER with 5¼" f4.5 Lens List $211.50!

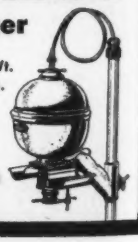
- For Negatives from 35mm to 4 x 5
- Interchangeable Condenser System

Ship. Wt. 60 lbs. **139.50**

SAVE $31.50! BRAND NEW! DISCONTINUED!

LEITZ VALOY PRECISION Enlarger

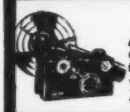
List $81.00 **49.50** Ship. Wt. 15 lbs.



- Sizes from 35mm to 4x4 cm
- 15½ x 17½ Inch Baseboard
- Well Ventilated Lamp-housing with Adjustable Condenser Lens

Service Cannot Be Matched *Anywhere!*

. . . SPECIAL BUYS on EASY TERMS! . . . ONLY 10% DOWN!



Save $30.00! Used

ARGUS C3 OUTFIT

Camera • Case • Flashgun

f3.5 Coated Lens — List $66.50!

• Coupled Rangefinder • Clip-On Carrying Case • Automatic Frame Counter • Synch. Shutter with Speeds to 1/300 — Ship. Wt. 7 lbs. **36.50**

Save $43.00! Used

AUTO RETINA IIA

35mm CAMERA

f2 Coated Xenon Lens — List $127.50!

• Speeds from 1 to 1/500 • MX Model • Rapid Film Advance • Cpld. Rangefinder & Viewfinder — Ship. Wt. 5 lbs. **84.50**

Save $65.45! 750 Watt! Used!

AMPRO FUTURIST

8mm. Movie Projector — List $149.95!

• Blower-cooling • 400 Ft. Reel • Forward, reverse, still • Auto Rewind — Now only **84.50**

Save $21.55! Demonstrators!

Famous Thrift-Lite

ELECTRONIC FLASH UNIT

Compact One Piece Unit — List $59.50!

• All-Metal Body • Completely Portable • Super Fast Flash—1/1000 Sec. — Ship. Wt. 10 lbs. **39.95**

Save $40.55! Used

Famous REVERE 88

8mm MOVIE CAMERA

with Coated f2.5 — List $74.50!

• Optical Finder • Variable Speeds — Ship. Wt. 5 lbs. **33.95**

Save $34.50! Brand New!

LEITZ PRADO 250

2 x 2 SLIDE PROJECTOR Discontinued

with 100mm f2.5 Ctd. Hektor Projection Lens in Focusing Mount — List $114.00!

• Double Heat Resistant Condenser • Built-in Tilting Adjustment — Ship. Wt. 16 lbs. **79.50**

SAVE 30%! BRAND NEW!

Deluxe Models! Famous Make ENLARGERS

	List	Special
Model D—up to 2¼ x 3¼". Diff. System. Without Lens	$28.50	$19.95
Model D, with 3½" f4.5 Coated Elgeet Lens, Click Stops	45.75	32.00
Model 100-D—up to 4 x 5" Diff. System. Without Lens	54.50	38.15

Save $72.50! Used

STEREO REALIST

3-DIMENSIONAL CAMERA

f3.5 Coated Lenses — List $159.00!

• Built-in Flash Synch. • Coupled Rangefinder • Shutter Speeds from 1 to 1/150 — Ship. Wt. 7 lbs. **86.50**

Save $57.50! Brand New! 2¼x3¼

Busch Pressman Outfit

Limited Supply Outfit Includes: • 105mm f4.5 Kodak Lens • 3-Cell Flashgun • Compur Synchro Shutter, Speeds 1 to 1/250 Seconds — List $137.45! **79.95**

Factory Guaranteed!

SAVE $106.25! BRAND NEW!

4 x 5 Pacemaker GRAPHIC Outfit

Outfit Includes: • 135mm f4.5 Ctd. Steinheil Culminar Lens • Compur "X" Synchro Shutter • Kalart RF Installed • 3-Cell Flashgun Installed • Solenoid • 7" Reflector • 3-Cell Battery Case — Total List $310.75! **204.50** Ship. Wt. 15 lbs.

2¼ x 3¼ ANNIVERSARY WITH f4.5 KODAK LENS

Speed Graphic Press Outfit — Ship. Wt. 12 lbs. **99.50** Used

• Coupled Kalart Rangefinder • Synchronized Flashgun

PEERLESS BREAKS PRICES on BRAND NEW Famous Imported 35mm Single-Lens Imported Cameras!

We've placed our names on these Famous-Makes and offer them at hard-to-believe, spectacularly low prices! Buy now — Buy with confidence! All items carry a full one year guarantee — and our usual money-back-if-not-satisfied assurances!

Never Before At This Low Price!

Save $204.80! Brand New!

GERMAN IMPORT! LATEST MODELS!

HEXACON

with f2.8 Ctd. Preset Tessar

A $299.75 Value! **94.95**

• Built-in Synchronization for Flash and Strobe
• Shutter Speeds from 1 to 1/1000
• Prism Eye-Level Through-The-Lens Focusing
• Automatic Exposure Counter • Delayed Action Self-Timer

HEXACON WITH

f2 Ctd. Taylor Hobson Cooke..Value $400.00.. 84.95
f2 Ctd. Zeiss Preset Lens....Value $359.00..124.95

GREAT SAVINGS! BRAND NEW! PRECISION

CONTAX D

With f2.8 Ctd. Preset Tessar

A $299.75 Value! **104.95**

• Built-in Synchronization for Flash & Strobe
• Shutter Speeds from 1 to 1/1000
• Automatic Exposure Counter
• Delayed Action Self-Timer

Contax D with f2 Zeiss Preset Biotar..Value $359.50..134.95

SAVE $69.95! BRAND NEW LATEST MODELS!

WITH THREE FLASH CONTACT POINTS ON CAMERA FACE

GERMAN IMPORT!

RIVAL 35 "MX" REFLEX

EXCLUSIVE PEERLESS 35mm SINGLE-LENS REFLEX

with f3.5 Ctd. Preset Tessar

A $139.50 Value! New Low Price! **69.95**

BUY NOW AND SAVE!

• Built-in Synchronization for Flash and Strobe
• Combined Reflex Finder & Eye-Level Sportsfinder
• Focal Plane Shutter Speeds ½ to 1/500
• Auto Film Transport & Shutter Cocking

RIVAL 35-MX REFLEX WITH

f2.8 Ctd. Preset Tessar ....Value $169.50... 79.50
f1.9 Ctd. Preset Meyer .....Value $169.50... 79.50
f2 Ctd. Taylor Hobson Cooke Value $330.00... 79.50
f2 Ctd. Preset Zeiss Lens ...Value $220.00... 99.50

BRAND NEW! LATEST!

PRAKTICA FX

f3.5 Ctd. Preset Tessar

Same Features as above!

A $139.50 Value! **74.95**

PRAKTICA FX:

with f2.8 Ctd. Preset Tessar.....Value $169.50.... 84.50
with f1.9 Ctd. Preset Meyer .....Value $169.50.... 84.50
with f2 Ctd. Taylor Hobson Cooke...Value $330.00.... 84.50
with f2 Ctd. Preset Zeiss Biotar Lens Value $220.00....104.50

MAIL COUPON TODAY!

PEERLESS CATALOG

NOW ONLY . . . 5c

THE MOST COMPLETE PHOTOGRAPHIC CATALOG IN THE WORLD!

Only 5¢ — 25¢ Back on First Purchase
LATEST 1954 MODELS ILLUSTRATED

TEN-DAY FREE TRIAL!

10-DAY TRIAL with FULL MONEY-BACK GUARANTEE! 1 FULL YEAR OF SERVICE!

PEERLESS CAMERA STORES

415 Lexington Avenue, New York 17, N. Y.

Dept. M-11

☐ I WANT TO BUY_____

☐ I WANT TO TRADE_____

☐ Send NEW GIANT CATALOGUE. Enclosed find 5¢

Cash ☐ M.O. ☐ C.O.D. ☐

☐ Time Payment 10% Down Enclosed

NAME_____

ADDRESS_____

CITY/TOWN_____ STATE_____

PEERLESS CAMERA 415 LEXINGTON Ave. at 43rd St. N.Y. 17 — Opp. Grand Central Terminal · MU 7-1000

All items offered subject to prior Sale! Add Estimated Shipping Costs. We'll refund every cent not used. If you prefer C.O.D. please send 10% Deposit!

PRICES SUBJECT TO CHANGE WITHOUT NOTICE!

SAVE UP TO 60%!

All Items Guaranteed For 1 Year!

MINIATURE CAMERAS:

Argus C-3, ctd. 3.5, like new, flashgun, case..$	39.50
Kodak 35 RF, ctd. 3.5, synchro, like new.....	42.50
Retina II, Xenon F:2, like new.....	45.00
Retina II, S.W., ctd. Xenon F:2, l. n.....	55.00
Retina IA, ctd. Xenar 2.8, MX, like new.....	59.50
Bolsey B-22 Setomatic, ctd. 3.5, Syn., used....	53.50
Robot II, ctd. Xenon 1.9, synchro, like new....	59.50
Kodak Stereo, coated 3.5, synchro, like new....	69.50
Contessa, T-ctd. Tes. 2.8, M-X, like new.....	85.00
Vito III, ctd. Ultron F:2, MX synchro, NEW....	97.50
Praktica FX, T-ctd. Tessar 2.8, preset, NEW....	99.50
Revere "33" Stereo, ctd. 3.5, synch., l. n....	109.50
S. L. Contaflex 35, ctd. Tess. 2.8, R. F., l. n...	125.00
Kine Exakta VX, T-ctd. Tess. 3.5, preset, l. n.	149.50
T-ctd. Biotar 1.5, 75mm, like new, f. Kine Ex.	109.50
Xenar 2.8, 80mm f. Kine Exakta, like new....	29.50
T-ctd. Tessar 3.5, 165mm f. Kine Exakta, NEW	95.00
T-ctd. Sonnar F:4, 300mm, preset, f. K.Kine, NEW	225.00
Ce-Be I, Braun Electron, Flash, like new.....	24.50
Heiland Strobonar V, like new.....	69.50

FROM OUR LEICA DEPARTMENT:

Leica Standard Elmar 3.5, like new.....$	47.50
Leica D, cpld. Range F., Elmar 3.5, like new	65.00
Leica G, coated Elmar 3.5, like new.....	95.00
Same, coated Summitar F:2, like new.....	119.50
Leica IIIa, coated Elmar 3.5, like new.....	99.50
Same, coated Summitar F:2, like new.....	124.00
Leica IIF, Red Dial, ctd. Elmar 3.5, l. n.....	115.00
Same, coated Summitar F:2, like new.....	139.50
Same, coated Summicron F:2, like new.....	189.50
Same, coated Summarit 1.5, like new.....	199.50
Leica IIIF, Red Dial, ctd. Summitar F:2, l. n.	179.50
Same, coated Summicron F:2, like new.....	229.50
Same, coated Summarit 1.5, like new.....	239.50
For Red Dial model with Selftimer add.....	15.00
Nicca II, coated Nikkor F:2, like new.....	89.50
Ctd. Summaron 3.5, 35mm, chrome, like new	59.50
Ctd. Summitar F:2, 50mm, chrome, like new	65.00
Ctd. Summicron F:2, 50mm, chrome, like new	115.00
Ctd. Summarit 1.5, 50mm, chrome, like new..	125.00
Ctd. Nikkor 1.4, 50mm, chrome, like new.....	115.00
Ctd. Serenar F:2, 85mm, chrome, like new....	85.00
Ctd. Nikkor F:2, 85mm, chrome, like new.....	85.00
Ctd. Serenar 1.5, 85mm, chrome, like new....	149.50
Ctd. Sun F:4, 90mm, chrome, like new.....	22.50
Ctd. Elmar F:4, 90mm, chrome, like new.....	62.50
Ctd. Arco Colinar 3.8, 135mm, chrome, l. n....	35.00
Ctd. Nikkor 3.5, 135mm, chrome, like new....	79.50
Ctd. Hektor 4.5, 135mm, chrome, like new....	89.50
Accura Refl. Hous. w. ctd. Sun 3.8, 135mm, l. n.	49.50
Leitz Imarect, l. n. $26.50; Tewe "Zoom", NEW	26.50
Leitz Leica Reflex Housing, like new.....	53.50
Leica Cassettes, all-metal, latest type, l. n.....	2.25

CONTAX, NIKON, PENTACON:

Contax II, Sonnar F:2, like new.....$	125.00
Contax IIIA, T-ctd F:2 MX, latest, like new ..	235.00
T-ctd. Tessar F:4.5, 40mm f. Pentacon, NEW	55.00
T-ctd. Biogon 2.8, 35mm f. IIA, IIIA, NEW....	129.50
T-ctd. Biotar 1.5, 75mm f. Pentacon, like new	109.50
T-ctd. Sonnar F:2. 85mm. lightweight, NEW	119.50
Ctd. Sun F:4, 50mm, f. Pentacon, NEW.....	29.50
T-ctd. Sonnar F:4, 135mm, ltwt., NEW.....	109.50
Zeiss Revolving Universal Finder, l. n., case....	39.50

HIGHEST CASH PRICE OR LIBERAL TRADE-IN ALLOWANCE FOR YOUR USED CAMERA, LENSES AND EQUIPMENT.
WRITE TODAY for FREE ESTIMATE!!!

REFLEX CAMERAS:

Kodak Reflex I, coated 3.5, synchro, like new..$	45.00
Ciroflex E, ctd. 3.5, Rapax Synchro, like new	59.50
Graflex 22, ctd. 3.5, Century MFX, like new....	59.50
Standard Rollei, crank-op., ctd. Tes. 3.5, Sol.	69.50
Ikoflex IA, T-ctd. Tess. 3.5, MX, like new....	69.50
Ikoflex IIA, T-ctd. Tessar 3.5, X synch., l. n.	79.00
Exakta B, Tessar 2.8, synchro, like new.....	69.50
Auto-Rollei, ctd. Xen. 3.5, Heiland Sol., l. n.	85.00
Same, ctd. Tess. 3.5, "N" Synch. l. n.....	89.50
Rolleicord IV, coated Xenar 3.5, MX, used.....	89.50
Auto-Rollei, ctd. Tes. 3.5, Heiland Solen., l. n.	95.00
Same, T-ctd. Tessar 3.5, MX synchro, like new	135.00
Same, 1954 model, T-ctd. Tes. 3.5, MX, used	189.50
Auto-Rollei 2.8C, ctd. Xenot, 2.8, MX, used....	195.00
Super D Graflex 3¼x4¼, ctd. Ek. 4.5, Aut. D., l. n.....	129.50

ROLL FILM AND PRESS CAMERAS:

Polaroid Model 95, like new.....$	49.50
Polaroid Highlander, like new.....	54.50
Super Ikonta B, SW. Tessar 2.8, like new.....	79.50
Same, T-ctd. Tessar 2.8, X synchro, like new	89.50
Medalist II, ctd. Ektar 3.5, Synchro, l. n.....	129.50
4x5 Crown GR., latest, Tes. 4.5, Comp., l. n.	135.00
Linhof Super Tech., 4x5, ctd. Xen. 4.5, l. n...	195.00
Tessar 4.5, 150 mm, Compur, like new.....	35.00
Ctd. Tele Raptar 5.6, 8", Rapax (X), like new	89.50
Tele Optar 5.6, 10", like new, ctd., Solenoid	99.50
Ctd. Comm. Ektar 6.3, 12", Ilex Syn., NEW....	189.50

MOVIE CAMERAS, PROJECTORS:

Bolex L-8, coated Raptar 2.5, like new.....$	49.50
Revere 44, 8mm Mag. Tur., ctd. 2.5, like new	75.00
Revere 8-63, 8mm Mag. Turret, ctd. 1.9, l. n.	99.50
Cine Kodak K, 16mm, 100', 1.9, like new....	75.00
Revere 16mm Magazine, ctd. Raptar 2.5, l. n.	75.00
B&H Autoload, 16mm Mag., ctd. 1.5, like new	89.50
Cine Kod. Royal, 16mm Mag., ctd. Ek. 1.9, l. n.	99.50
Bolex H-16 Leader, ctd. Lytar 1.9, used.....	215.00
Bolex H-16 Standard, ctd. Dallmeyer 1.5, used	195.00
Bolex H-16 DeLuxe ctd. Switar 1.5, used.....	335.00
Kodak W. A. 2.7, 15mm lens, like new.....	35.00
Ctd. Cine Ektar 2.5, 15mm, like new.....	49.50
Ctd. Cine Ektar 1.4, 25mm, like new.....	99.50
Ctd. Berthiot 3.5, 75mm, "C" mount, l. n.....	24.50
Revere 85 Deluxe, 8mm Proj., 500 W, l. n.....	79.50
Revere 90, 8mm Pro:., 750 Watt, l. n.....	95.00
Keystone K-66, 8mm Proj., 750 W., l. n., case	95.00
Keystone A-82, 16mm Pr., 750 W., l. n., case	99.50
Skot 2"x2" 300 Watt, like new, blower, case	39.50
Headliner 2"x2", 300 W, Selectron, used.....	39.50
TDC Show-Pak, 300 W., used, blower, case....	39.50
Revere 444, 300 Watt, like new, blower, case..	49.50
TDC Stereo Proj., 500 W., used.....	99.50

ACE CAMERA EXCHANGE
136 EAST 58th St., NEW YORK MV-22, N. Y.

NEW PRODUCTS

(*Continued from page 22*)

The Koniflex has a five-element Hexanon f/3.5 taking lens, and a View Hexar f/3 viewing lens. The Hexanon lens has an amber colored coating which is designed to produce natural hues in color photography.

Accepting both 120 and 620 film, the camera does not need to be adjusted when switching from one to the other. The shutter, which is released either by the cocking lever or body release, has nine speeds from one second to 1/400. Aperture openings are from f/3.5 to f/22. By removing a screw just beneath and to the right of the taking lens (*see cut, page 22*), a cable release may be inserted.

Other features of the Koniflex include: film reminder dial, film counter, accessory clip, built-in exposure guide, built-in sync, sports finder, and a focusing screen with 3X magnifier which, when your eye is close to it, covers nearly the entire screen field.

The Koniflex has a die-cast aluminum body, is leather covered and trimmed with satin chrome. Price, $169.50. For additional information and a list of Koniflex accessories, write directly to:

KONICA CAMERA CO.
76 WEST CHELTEN AVE.
PHILADELPHIA 44, PENN.

Automatic Speed Rest Unipod

An aluminum one-legged camera support, the new Automatic Speed Rest is designed for simple operation and camera steadiness while leaving both hands free to manipulate the camera controls. By squeezing the handle of the Speed Rest, you may raise the camera to the desired height. At the moment when the handle is released, all parts are said to be gripped tightly in place. Also available are clamp brackets for securing electronic flash packs on the barrel. The Automatic Speed Rest is priced at $54.50. For additional information, write:

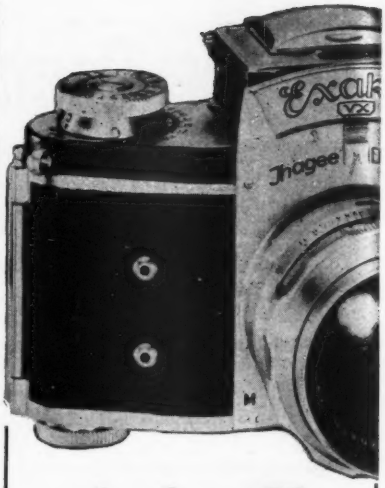
AUTOMATIC SPEED REST
1139 E. EDGEMONT DRIVE,
SAN BERNARDINO, CALIF.

TDC Headliner 300

Featuring the Selectron-Semimatic slide changer, the new model in the TDC slide projector line is called the Headliner 300. A 300-watt projector, it is blower-cooled, and has a four-inch f/3.5 anastigmat projection lens. Focusing is helical.

Also featured in the Headliner 300

(*Continued on page 32*)



1/2 off

Which half would you prefer to have left off when you buy an Exakta, the right half—or the left?

We're kidding. You would not buy one with even one tiny part left off. But be sure a very important "invisible" part of the camera isn't missing, or you *really* have just *half* a camera.

We are talking about the experience and know-how of the company from whom you buy your Exakta. We are Exakta Specialists. We handle *only* Exaktas. Through deliberate limitation of our field we have become

Exakta Experts.

Write to Seymour's for complete details. Find out why it is to your advantage to buy from the only Exakta Specialists in the country—from Seymour's, where your camera has a "home" as long as you own it.

If you already have an Exakta, be sure to get on our mailing list for latest information about your camera and its accessories.

Send in that coupon right now.

SEYMOUR'S

The Exakta Specialists
350-A West 31st St., New York 1, N. Y.

Seymour's, The Exakta Specialists
350-A West 31 St., New York 1, N. Y.

☐ **I do not own an Exakta.**
Please send me full details.

☐ **I have an Exakta (Model .....)**
Please send your Exakta News regularly, as well as Accessory Lists and Bulletins and put my name on your mailing list.

☐ **I would like to trade equipment.**
I have listed the items I have and those I want on a separate sheet.

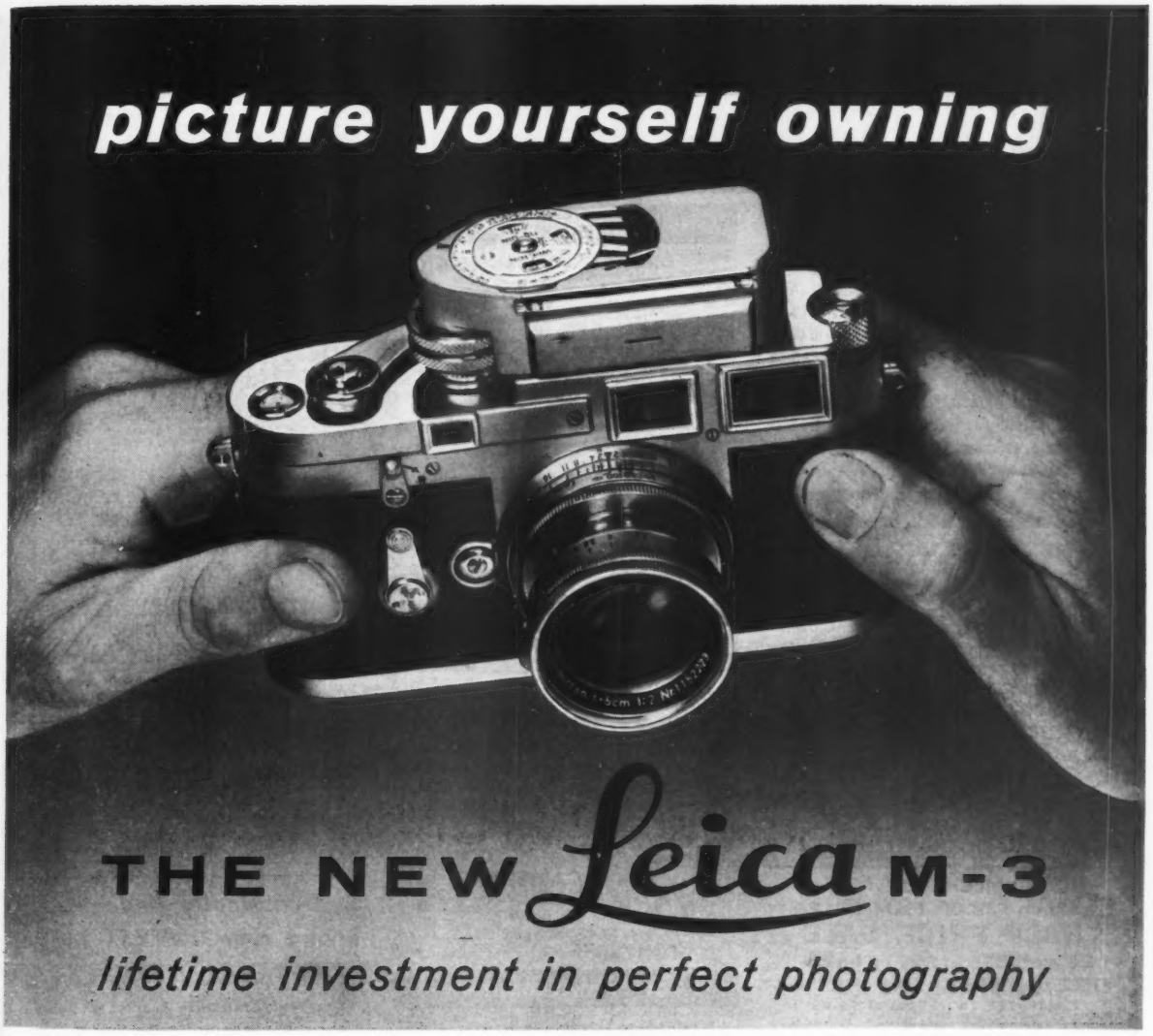
☐ **I would like to establish credit.**

Please hand print name and address.

Name: .....

Number and Street:.....

City and State:.....



Imagine it's yours . . . the new LEICA M-3 . . . the finest camera you've ever seen. Versatile? You do just about everything your friends can do with a variety of specialized cameras...and better, too. Fast? You shoot a picture a second without moving the camera from your eye. Easy? Others marvel at your pictures; you marvel at how easy it is to take them with your M-3.

Makes a pretty picture, doesn't it? Close up it looks even better! There's a franchised LEICA dealer near you ready to give you a demonstration. For a list of dealers in your vicinity and free literature, write to E. LEITZ, Inc.

NEW LEICA-METER M

This new lightmeter is an exclusive feature of the LEICA M-3. It couples to shutter speed dial . . . automatically sets correct shutter speed. Light-shield is always set for normal light conditions . . . flips up to increase sensitivity.

E. LEITZ, INC., 468 FOURTH AVE., NEW YORK 16, N. Y.

Distributors of the world-famous products of Ernst Leitz, Wetzlar, Germany

LENSES • CAMERAS • MICROSCOPES • BINOCULARS

SAVINGS THAT MAKE YOUR DOLLAR BIGGER THAN IT'S BEEN

DISCOUNT SPECIALS AT UNITED'S THREE STORES

ACCESSORIES FOR STILL PHOTOGRAPHY

REG.		SALE PRICE
$4.95	Range-O-Matic combination range finder & exposure meter	$3.49
87.50	Taylor Stereo Viewer table model electric	49.50
2.95	Ideal Range Finder in feet	2.19
19.95	Eye Level Prism Finder for Praktica	13.95
5.50	Robot Da-Lite Rewinder	3.95
3.95	"T" Cassettes for Robot Model II	2.95
12.95	Genuine leather gadgit bags for 35mm & reflex cameras	8.95

LEITMEYER WIDE ANGLE LENSES

REG.		SALE
42.95	65mm f6.8 MX Prontor	27.95
32.95	90mm f6.8 Compur f1.	23.95
42.95	90mm f6.8 Prontor MX	27.95
36.95	120mm f6.8 Prontor II	24.95
75.00	40mm Meyer WA f4.5 Wide Angle for Exakta	34.50
49.50	105mm f4 Telephoto for Praktica	17.95
16.50	De Jur 5B Meter, case	9.95
19.95	Star D Conquest Tripod	14.95
13.75	Star D-17 2 sec Tripod	9.19
15.40	Star D-18 3 sec Tripod	9.95
17.50	Star D-19 4 sec Tripod	11.59
24.50	G. E. DW-68 Meter	17.15

McGREGOR
35mm COLOR FILM SALE
HALF PRICE SALE
36 exp. 35mm Day or Indoor
FREE one 12 exp. Day or Indoor
Regular $5.95 Special $3.95

Write for monthly close-out list
List CO #1
Savings to 90%
one of a kind Specials
GREAT BARGAINS

34.50	Universal Finder for Leica, Contax, Canon for lenses 28mm to 135mm with case	22.95
14.95	100, 200, 300, X Microscopes	9.95
199.50	400mm Tele-Megor f5.5 for Exakta and Praktica	144.50
99.50	35mm Angenieux f2.5 WA for Exakta & Praktica	74.50
39.95	Roof Prism Finder for Exakta V and VX	23.95
35.00	Split Image Range Finder for Exakta Penta Prism	24.50
9.95	Universal Copy Bracket	6.95

NEW AND USED CAMERAS

ONE YEAR GUARANTEE

REG.		SALE PRICE
47.50	Agfa 6x6cm f4.5	$ 19.50
15.00	Argus A-2 f4.5	7.95
175.00	Zeiss Super Ik B f2.8	59.50
52.50	Duo 620 f3.5 Cp Rapid	24.50
89.75	Polaroid Land Camera	44.50
74.50	Ciroflex f3.5	29.50
120.00	Retina II Xenon f2 CR	47.50
127.50	Kodak Auto Retina IIA	79.50
159.00	Stereo Realist f3.5	79.50
66.50	Argus C-3 Outfit	37.50
249.50	Pentacon f2 ctd Zeiss Biotar BRAND NEW	158.00
89.50	Argus C-4 Camera f2.8	49.00
169.50	Praktica FX f2.8 Tessar Pre-Set BRAND NEW	87.50
59.95	Edixa Speed Stereo f3.5	44.50
129.50	Dollina 2 f2 ctd	67.50
66.50	Bolsey B-2 Threesome	47.00
362.00	Leica IIIC f2 ctd lens	139.50
285.00	Auto Rolleiflex f3.5	79.50
87.50	Kodak Signet f3.5	51.00
174.50	Revere Stereo f3.5	88.00
353.00	Kine Exakta VX f2 lens	172.00
149.50	Rolleicord IV with case	88.00
94.50	Graflex 22 f3.5 lens	58.00
169.00	Zeiss Contaflex	119.00
75.00	Iloca Quick B f2.9 MX	44.50
59.75	Kodak Bantam RF. f3.9	44.50

MOVIE CAMERAS 8MM

49.95	B&H 220 Wilshire f2.5	34.50
79.95	B&H 134W Companion f2.5	54.50
129.95	B&H Tri Lens 134TA f2.5	89 50
134.95	B&H 172B Magazine f2.5	94 50
37.50	Brownie 8 f2.7 lens	26.50
46.75	Brownie 8 f1.9 lens	32.50
77.50	De Jur Citation f2.5	47.00
106.95	De Jur Embassy Mag. f2.5	64.50
49.95	Keystone K29 f2.5	34.50
59.50	Keystone K30 Capri f2.5	42.00
99.50	Revere 40 Mag. f2.5	59.50
119.50	Revere 67 Mag. Turret	59.50
99.50	Revere 99 Tri lens f2.5	59.50

16MM CAMERAS

174.95	B&H 200 Mag. f2.5	122.50
244.95	B&H 200T Mag. Turret f1.9	169.00
176.25	Cine Kodak Royal f1.9	124.50
99.50	Keystone A 9 f2.5 lens	62.00

MOVIE PROJECTORS 8MM

124.50	Revere 85 De Luxe 500w	74.50
159.50	Revere 90 De Luxe 750w	109.50
159.50	De Jur 750 watt	104.50
159.50	Keystone K109 w/case	109.50

NEW CAMERAS

DISCONTINUED MODELS

REG.		SALE PRICE
9.75	620 Kodak Brownie D	$ 6.95
9.95	Universal Minute 16	6.95
52.90	Wirgin 120 f3.8 compur syn, case	29.95
34.50	Agfa Ventura 66 f4.5 Vario syn	19.95
14.50	Ansco Speedex Jr.	7.95
40.00	Dacora I f4.5 Vario syn	24.50
36.50	Bower II f4.5 Varie syn.	24.95
67.50	Zeiss 120 f4.5 Prontor II syn	41.00
46.25	Kodak Tourist II f6.3 flash	31.75
54.50	Reflekta Reflex f3.5 in flash	27.50
57.50	Iloca I-A f2.9 Prontor flash	27.50
39.95	Iloca Quick A f3.5 Vero flash	34.50
77.50	Baldinette II f3.5 flash, case	39.50
19.95	Coronet Stereo, flash, case, viewer	11.95
119.50	Super Dollina f2.8 Tessar flash	69.50
66.50	Argoflex E.F. f4.5 w/case	39.50
59.50	Kodak Retinette f4.5 Prontor MX	42.50
66.50	Argus 21 f3.5 w/case	39.50
125.00	Iloca Stereo II f3.5 flash	59.50
75.00	Iloca Stereo I f3.5 flash	39.50

MOVIE ACCESSORIES

REG.		SALE PRICE
39.95	Mansfield 8mm Action Editor	$23.95
44.50	Mansfield 16mm Action Editor	27.95
19.95	Brownie 8 Telephoto lens	12.95
19.95	Brownie 8mm Wide angle lens	12.95
29.95	½" f1.9 Normal Foc. Mt. lens	21.95
12.95	1½" f3.2 Fixed Foc. Tele lens	8.50
17.95	1½" f3.2 Foc. Mt. Tele lens	11.95
26.95	1½" f2.5 Foc. Mt. Tele lens	17.50
38.95	1½" f1.9 Foc. Mt. Tele lens	24.95
42.50	1½" f1.5 Foc. Mt. Tele lens	27.50
49.95	1½" f1.4 Foc. Mt. Tele lens	29.95
29.95	7mm f2.5 Wide Angle 8mm lens	19.95
49.95	6½mm f1.9 W.A. Focusing Mt.	32.50
44.95	6½mm f1.9 W.A. Fixed Focus	29.95
34.95	17mm f2.7 W.A. Focus Mt.	23.95
32.50	3" f3.5 Tele Foc. Mt. lens	21.50
42.50	3" f2.5 Tele Foc. Mt. lens	27.50
49.95	3" f1.9 Tele Foc. Mt. lens	33.50
37.50	Premier Professional Titler	25.95
22.50	Bolsey Cine Faders	13.95
9.95	Cine Pro Dolly	7.95
3.25	8mm 200' 12 Sec. Film Chest	2.25
3.95	8mm 400' 12 Sec. Film Chest	2.79
4.95	16mm 400' 12 Sec. Film Chest	3.49
8.95	Mitten's PLT 1 Titler Set	6.39
10.95	Mitten's PLT 2. Titler Set	7.79
11.95	Mitten's PLT 3. Titler Set	8.39
9.95	Harwood 4 Lite Porta Bar	6.39
13.75	Radiant 30x40 Tripod Screen	8.95
15.95	Radiant 40x40 Tripod Screen	10.95
19.25	Radiant 37x50 Tripod Screen	12.95
21.50	Radiant 50x50 Tripod Screen	14.75
7.95	Da Brite 16mm Film Viewers	2.95
25.50	Mansfield 8mm Film Editors	14.95
9.95	Mansfield 8-16mm De Luxe Splicers. An excellent value	4.79
3.50	¼x600 Recording Tape	1.49
5.50	¼x1200 Recording Tape	2.39

SPECIAL SALE CLOSEOUT LARGE SCREENS

34.95	45x60 Radiant Tripod Screens	19.95
40.05	52x70 Radiant Tripod Screens	23.95
38.95	60x60 Radiant Tripod Screens	21.95
46.95	70x70 Radiant Tripod Screens	26.95

Drastically Reduced!
Brand New LATEST Model
FOTO-LARGERS
You Will Recognize the NEW Deluxe 2¼ x 3¼ Models by the Red Bellows and Satin Trim

For Negatives to 2¼ x 3¼	Model D Diffusion	Model C Double Condensers
Less Lens	$19.00	$24.95
with 3½" Achromatic f6.9	22.35	27.95
with 3½" Ctd. Elgeet f4.5	30.59	35.95

Supplied with Negative Carrier—specify size.
Extra Negative Carriers ..... each $ 2.75
Counterbalance for 2¼ x 3¼ Models 3.99
Copy Back 7.19

For Negatives to 4 x 5	Model D Diffusion	Model 100 C Double Condensers
Less Lens	$36.95	$52.95
with 5¼" Ctd. Elgeet f4.5	58.95	74.95

Supplied with Negative Carrier—specify size.
Extra Negative Carriers ..... each $ 4.39
#100 Counterbalance for 4 x 5 Models 4.29
Copy Back 11.95

Note: Condenser Models are furnished with Interchangeable Diffusion System

ADDRESS ALL MAIL ORDERS TO 83 CHAMBERS STREET, NEW YORK 7, N. Y.

UNITED CAMERA EXCHANGE, Inc.

1140 Avenue of Americas (cor. 44th St.) N. Y. MU 2-8574
265 Madison Avenue (Corner 39th Street) N. Y. LE 2-6822
83 Chambers Street New York 7, N. Y. DIgby 9-3555

OUR BIGGEST SALE OF THE YEAR!

AT UNITED'S THREE STORES SAVE 25% TO 75% OFF AND MORE!

NOW! See the World—

NATURAL COLOR SLIDES

2x2 SIZE

10 SLIDES IN EACH SET (Minimum order $2.00) ONLY $1.00 (per set)

FREE OFFER WITH $10. ORDER

A $1.95 2x2 DE LUXE VIEWER

UNITED STATES
1. National Shrines, Washington, D.C.
3. Rodeo in California
5. Around New York City
6. Staten Island to Brooklyn Bridge
7. From the Empire State Building
8. Washington, D.C. Landmarks
9. Times Square to Central Park
10. Salt Lake City, Utah
11. F.D. Roosevelt Shrine, Hyde Park
12. Magnificent Niagara Falls
12A. Niagara Falls
13. Bryce Canyon National Park
14. Yellowstone National Park
14A. Yellowstone Nat. Park
14B. Glory of Yellowstone
14C. Along Yellowstone Trails
15. Washington—Heart of the Nation
18. Big Bend National Park
20. Washington, D.C.
22. Miami Business District
24. Miami Environs
24A. St. Augustine, Fla.
25. Hollywood to 'Frisco
25A. California Panorama
25B. California Wonderland
26. N.Y.C.—Radio City
27. N.Y.C. Midtown Manhattan
27A. N.Y.C.—Midtown Manhattan
27B. N.Y.C.—Uptown Manhattan
28. N.Y.C.—Financial District
29. Williamsburg, Va.
30. Great Smokey Mountains
31. Chicago, Illinois
32. Notre Dame University
33. Touring the Grand Canyon
33A. Grand Canyon Scenic Beauty
34. Colorado & Estes Nat. Park
34A. Denver, Colorado
35. Kansas City, Mo.
36. Glacier Natl. Park
37. Yosemite National Park
39. Wisconsin Dells
43. Grandeur of the Tetons
47. Hoover Dam

FRANCE
50. Paris & Notre Dame Cathedral
51. Landmarks in Paris
52. Paris and Points of Interest
53. Louvre and River Seine

SPAIN
60. Scenes in Madrid
61. Madrid has Beauty and Life

IRELAND
70. Sun-up to Sun-set in Cork
71. Visiting Blarney Castle
72. Ennis, Cork & Shannon Airport
73. Past and Present in Limerick

ITALY
80. Rome and Landmarks
81. Rome, Ruins, Mt. Vesuvius
82. Rome and the Present
83. Along Rome Streets
84. Rome has Ancient Splendor
85. Vatican City & Religious Rome
86. Rome—the Old and New
87. Inside Vatican City
88. Genoa—and Columbus
89. Venice, City of Canals

MEXICO
180. Mexico—Tourist Paradise
181. Touring Mexico

ENGLAND
200. Classic England
202. Canada, 203. Canada
206. Newfoundland, 208. Australia

CHILDREN'S STORIES
C- 1 Day at the Circus
C- 3 Under the Big Top
C- 4 Story of Pinocchio
C- 8 Peter Rabbit, C-9 Tarzan
C-10 Fun at the Fair

SHOWS, SHOW-GIRLS
P- 2 Pin-Up Girl, P-3 "Backstage"
P- 4 "Ice Capades"

ANIMAL KINGDOM
A- 2 Brookfield Zoo
A- 3 Brookfield Zoo

FLOWERS
F- 1 Tournament of Roses, Calif.
F- 1 Brooklyn Botanic Garden

EGYPT
100. Pyramids to Cairo
101. Cairo—Ancient and Modern
102. Landmarks on the Nile
103. Everyday Life in Egypt

INDIA
110. Street Scenes in Bombay
111. Life is interesting in Bombay

PORTUGAL
120. Scenes in Lisbon
121. Beauty and Color in Lisbon

SCENIC TOURS
130. Alaska—American Outpost
131. Honolulu, Waikiki—Hawaii
132. Highways, Palms—Guam

SWITZERLAND
140. Mountainous Swiss Majesty
141. Swiss Panorama

AUSTRIA
145. Sightseeing Austria

TURKEY
150. Modern Istanbul
151. Istanbul Landmarks

GREECE
160. Athens and the Past
161. Everyday Life in Athens

JAPAN
170. Japan is Progressive

DARK ROOM SUPPLIES

SAVINGS TO 75%

ENLARGERS—USED MODELS

REG.		SALE PRICE
$168	OMEGA DII 4x5 size	$99.50
109	OMEGA B6 2¼x3¼ size	69.50
25	FEDERAL 240 2¼x3¼ w/lens	16.95
189	BESELER 4x5, condensors	129.50
172	DE JUR 4x5 Complete w/lens	99.50
99	DE JUR VERSATILE II w/lens	59.50
126	DE JUR VERSATILE I w/lens	75.00

ENLARGERS—NEW MODELS

$ 49	FEDERAL 135, 35mm f4.5 lens	34.00
39	FEDERAL 269, with lens	27.00
109	FEDERAL 450, 4x5 w/lens	76.00

DARKROOM SUPPLIES

$ 2.95	YANKEECLIPPERADJ.TANK	2.19
10.95	YANKEE LOADMAT TANK	7.95
7.95	YANKEE CUT FILM TANK 4x5	5.75
10.77	AIREQUIPT Jr 4x5 PRINTER	7.77
2.00	DE HYPO PRINT WASHERS	1.49
14.95	CIRCULARWASHERS24"Dia.	10.95
8.95	FEDCO DRYERS 11½x15"	6.39
8.07	AIREQUIPT 4-WAY EASEL	5.65
17.06	AIREQUIPT DIALMASTER EASEL	12.95
2.25	FEDCO FOCUS RITE	1.79
2.50	WILLO DODGERS	1.99
2.25	WILLO VIGNETTERS	1.79
6.85	PREMIER 10" TRIMMERS	4.95
.80	CARR CUT FILM HANGERS EACH (2¼x3¼, 3¼x4¼, 4x5, 5x7.)	.59
1.90	CARR FILM SQUEEGEES	1.49
23.95	GRALAB UNIVERSAL TIMER	16.80
28.50	MORSE G3 DEVELOPING TANK	21.50
32.50	MORSE M30 FILM DRYER	24.50
27.50	PREMIER A1 ROTO DRYER	19.25
49.95	PREMIER A2 ROTO DRYER	34.50
9.15	PREMIER 12" Deckle TRIMMER	6.39
24.95	RICHARDS PRINT WASHERS	17.50
12.50	SPOTOMATIC ENLARGING METERS	8.95
4.95	STATICMASTER 1" BRUSH	3.69
12.50	STATICMASTER 3" BRUSH	8.95
2.95	YANKEE SAFELIGHTS	2.19
5.95	MARK TIME 60 SECOND TIMER	4.39
5.95	MARK TIME 60 MINUTE TIMER	4.39
1.15	KODAK PROJECTION PRINT SCALE	.95
2.95	CINE® PRO STRIPMETER	.98
3.95	PRECISE ENLARGING METERS	2.19
4.95	ELECTRIC ENLARGING FOOT SWITCH	2.95
3.50	ENAMEL 8x10 HYPO TRAYS	1.49
4.95	SUN RAY 8x10 EASEL	3.49
6.95	SUN RAY 11x14 EASELS	4.95
5.95	ECONOMY CHANGING BAGS	3.95
9.95	GILBERT INTERVAL TIMER	7.49
5.25	KODACRAFT PRINTING KIT	4.19
9.75	KODACRAFT PHOTO® LAB OUTFIT	7.70
14.95	KODACRAFT ADVANCED LAB OUTFIT	11.95
4.95	METAL 4x6 Contact Printers	2.95
.90	4" Print Rollers	.45
1.15	6" Print Rollers	.65
1.45	8" Print Rollers	.79
1.75	Brownie Darkroom Lamp Kit	1.39
4.50	Kodak Two-Way Safelight	3.59
5.75	Kodak Darkroom Lamp	4.59
8.75	Kodak Adj. Safelight Lamp	6.95
7.62	NIKOR 120 STEEL TANK	5.75
6.67	NIKOR 35mm STEEL TANK	4.99
10.70	NIKOR Double 35mm Tanks	7.99
15.55	NIKOR ADJ.CUT FILM TANK	11.95
4.50	KODAK AUTO TRAY SIPHON	3.59
7.95	KODAK TIMERS MIN. & SEC.	6.39

PRESS CAMERA ACCESSORIES

REG.		SALE PRICE
$13.30	±112R 120 Roll Film Adapter for 4x5 Graflex Cameras	$8.95
10.00	±109R 120 Roll Film Adapter for 6.5x9cm Cameras	6.95
6.00	2¼x3¼ Graflex Cut film Holder	2.95
13.30	±120R 120 Roll film adapters for 3¼x4¼ Graflex	8.95
5.50	6.5x9cm KODAK FILM HOLDERS	.98
5.50	9x12cm KODAK FILM HOLDERS	.98
49.50	MEDALIST ACCESSORY BACKS	23.95
3.85	FIDELITY 2¼x3¼ Film Holders	2.89
3.99	FIDELITY 3¼x4¼ Film Holders	2.95
4.12	FIDELITY 4x5 Film Holders	2.98
4.71	FIDELITY 5x7 FILM HOLDERS	3.49

CLEARANCE ON SELECTED BINOCULARS

REG.		SALE PRICE
$125	ZEISS 6x30 CW SILVAREM	$72.50
50	GOERZ 6x30 IF HELINOX	29.50
74	NEPTUN 7x35 IF WIDE ANGLE	42.50
69	OFUNA 7x35 Central Focus	34.50
44	ZODIAC 8x28 Central Focusing	19.50
96	BECK-KASSEL 8x30 CF Zenith	52.50
135	ZEISS 8x30 CF DELTRINTEM	82.50
110	BECK-KASSEL 8x45 CF CONDOR	59.50
175	ZEISS 7x50 CF BINOCTEM	104.50
250	ZEISS 15x50 CF PENTE-KARM	134.50
210	ZEISS 16x40 IF TELSEXOR	97.50
78	LUNA 7x50 IF WITH CASE	28.50

ABOVE SUBJECT TO 10% FEDERAL TAX.

SLIDE PROJECTORS

USED & DISPLAY MODELS

For 35MM 2x2" ALL BLOWER COOLED*

REG.		SALE PRICE
33.50	Vu-Aid 200 watt w/ Case* (New)	$19.95
90.50	GOLDE MANUMATIC, 300w. w/Case Changer & 3 Trays (New) *	57.50
52.50	TDC SHOW PAK, 300w w/Case *	34.95
59.50	TDC MAINLINER, 300w w/ SELECTRON *	39.50
67.50	TDC D, 300 w/SELECTRON *	44.95
75.00	TDC STREAMLINER, 500 w/CHANGER *	49.50
54.75	KODAK HIGHLUX III, 300 watt *	34.95
59.95	VIEWLEX V33L 300 watt *	39.95
77.95	VIEWLEX V35L, 500 watt *	51.95
54.50	TDC C, 300 watt	29.95
34.75	TDC A1, 150 watt	17.50
37.50	TDC HEADLINER 200 Watt *	18.75

For DUAL SIZE 2x2 and 2¼x2¼ SIZE

67.50	TDC STREAMLINER 300 watt *	44.95
84.50	TDC STREAMLINER 500 watt *	56.95
84.00	GOLDE REFLEX 300 watt w/case *	55.95
68.00	VIEWLEX V53L 300 watt *	44.95
87.50	VIEWLEX V55L 500 watt *	57.95

SLIDE ACCESSORIES

REG.		SALE PRICE
1.95	KODASLIDE READY FILE 2x2"	1.59
3.94	KODASLIDE COMPARTMENT FILES	3.19
1.25	KODAK FLEXO FILES	.86
1.84	KODAK READY MOUNTS (Pkge 50)	1.48
14.95	AIREQUIPT SLIDE CHANGERS	10.95
2.25	AIREQUIPT MAGAZINES	1.69
9.85	BAJA SE 16 Holds 16 TDC Trays	6.95
5.95	BAJA SE 8 Holds 8 TDC Trays	4.19
4.95	BAJA AE 8 Holds 8 Airequipts	3.69
9.85	BAJA AE 16 Holds 16 Airequipt Magazines	6.95
8.50	EMDE #202 100 Mounts w/glass for 2x2 Ready Mounts	6.39
14.50	EMDE #100EK 100 Mounts w/ glass for Kodak Stereo Mounts	10.95
8.25	GOLDE SNAP IT BINDERS, 100, 2x2 Size	6.19
7.00	GOLDE REFLEX BINDERS (50) Per Pkge	5.25
9.75	GOLDEPERMALOC BINDERS, 100, 2x2 Size	7.30
1.85	TDC PRESTO MOUNTS 20, 2x2 Size	1.39
2.95	ALL METAL FILE BOX 150, 2x2 Mounts	1.95
3.50	ALL METAL FILE BOX 144 Stereo Mounts	2.39
6.50	LOGAN ELECTRIC SLIDE VIEWERS for 35mm to 2¼x2¾" slides	4.34
2.85	Box of 50 STEREO PLASTIC SHIELDS	1.99
1.50	HOLLYWOOD EASY MOUNTS Pkge 50. Specify, Full 35mm,. Single Frame,. Robot, 16mm Double Frame	1.19
8.95	BRUMBERGER 120 2x2 Metal Binder	6.39
9.95	BRUMBERGER 72 2¼" Sq. Metal Binder	6.95
3.50	GUILD STEREO MOUNTS PKGE 50	2.69
3.25	PORTER SELF SEALING for Realist	2.59
3.25	PORTER SELF SEALING for Verascope (40)	2.59
1.00	ZADIIX 2x2 Slide Viewer	.79
3.95	ZADIIX ILLUMINATOR for above	2.79
2.95	MICODETTE 2x2 Slide Viewer	2.10
5.95	GUILDLITE 2x2 Battery Model	4.49
1.95	GUILD STEREO VIEWER	1.49
2.00	REALIFE STEREO VIEWERS	.95
5.95	VOTAR 2x2 Battery Viewers	4.49
14.95	AIREQUIPT DUAL PURPOSE VIEWER	10.95
27.95	AIREQUIPT DUAL PURPOSE VIEWER with Changer	19.50
12.95	DEEP VIEW LIFE STEREO VIEWER	8.95
9.95	STERLING BATTERY STEREO VIEWER	6.95
12.50	TDC STEREO VIEWERS Battery	7.95

LATEST PUBLICATIONS

		SALE PRICE
$ 1.00	HOW TO MAKE GOOD PICTURES	$ .79
2.00	HOW TO MAKE GOOD MOVIES	1.59
2.75	THIS IS PHOTOGRAPHY	2.19
2.95	COMPLETE BOOK OF LIGHTING	2.39
2.95	BIGGER & BETTER Book of Enlargements	2.39
2.95	LENSES IN PHOTOGRAPHY	2.39
4.00	KODAK REFERENCE HANDBOOK Vol. I.	3.19
4.00	KODAK REFERENCE HANDBOOK Vol. II	3.19
1.50	KODAK PHOTOGRAPHIC NOTEBOOK	1.19
4.00	KODAK COLOR HANDBOOK	3.19
4.00	KODAK INDUSTRIAL HANDBOOK	3.19
4.00	KODAK PROFESSIONAL HANDBOOK	3.19
2.75	PHOTOGRAPHY IN LAW ENFORCEMENT	2.19
1.95	GUIDES BY DR. K. S. TYDINGS	1.59

Argus 35mm—Bolex Movie—Bolsey Canon—Contax 35mm—Exakta Ikoflex—Kodak Miniature Cameras Keystone Movies—Revere Stereo Medical & Dental Photography. Omega Enlarger—Photo Darkroom Photographing Your Flowers. Speed Graphic—Stereo Realist Twin Lens Reflex—Voightlander 35mm.

5.00	NEW LEICA MANUAL	3.95
7.50	Advanced Photography, Feininger	5.95
6.95	Feininger on Photography	5.50
17.95	PHOTO LAB INDEX 13th Ed.	13.95
5.00	BETTER COLOR MOVIES by Bond	3.95
3.00	FILTER MANUAL by Sakel	2.39
7.50	KODACHROME & EKTACHROME, Bond.	5.95

SPECIAL SALE

Brand New

NORWOOD FLASHRITES & SPEEDRITES

Flashrite Automatic Flash Exposure Meter for flash bulbs
Speedrite Automatic Meter for Electronic Flash.

Reg. 11.95 each. SPECIAL 8.95

TWIN-REFLEX PROXIFOCUSER

The Twin-Reflex Proxifocuser is a single unit for producing simultaneous close-up focus and parallax correction for all twin-lens cameras. Ideal for photographing children, pets, television and medical close-ups, featuring:

- Permanently aligned prism
- Easy to use
- Convenient
- Interchangeable for any twin lens camera
- Precision ground and polished lenses
- Genuine Leather carrying case
- Inexpensive.

The Reflex Proxifocuser is available in the following focusing Types:

No. 1 Focusing Range 39 to 21 inches $5.95
No. 2 Focusing Range 20 to 14 inches 6.95
No. 3 Focusing Range 13 to 9 inches 6.95

Available for Series V—Rolleiflex, Rolleicord, Argoflex, Ciroflex A, B, C, D, E, F, Uniflex, Ansco Reflex, Flexarette, Reflecta, Bolsey Reflex, Penta Reflex, Richoflex, Kodak Reflex, Bioflex, Kenflex, Grace Reflex, Ikoflex, Rex Reflex.

UNITED'S MADISON AVE. BRANCH

Headquarters for NEW BOLEX USED EQUIPMENT

"One of the world's largest stock on hand for immediate delivery." Authorized Bolex Repair Dept. attended by trained Bolex SERVICEMEN.

WE BUY, SELL or TRADE.

Address all inquiries to:
265 Madison Ave.,
New York 16

FREE! GET OUR LATEST 16 PAGE BARGAIN CATALOG

A must for every professional and amateur photographer

SEND FOR YOUR FREE COPY TODAY

Attention wholesale buyers: special quotations mailed at once by 83 Chambers St. wholesale dep't.

Do you wish to sell your used equipment? Write today Dep't UARG for air mail offer. Highest prices paid.

Attention overseas G.I.'s: your orders given special prompt attention. Try us and be convinced.

ADDRESS ALL MAIL ORDERS TO UNITED, 83 Chambers St., New York 7

BRUMBERGER BULLETIN

We were looking through some of our "fan mail" the other day, and we thought you would be interested in learning what some of the proud owners say about their new Brumberger precision projectors.

"Think the projector is wonderful", writes P.H. of Portland, Oregon.

"Very much satisfied", says J.L. of Twin Lakes, Michigan.

"I really like this projector!", is the comment of a North-of-the-border friend, D.K.D. of Ottawa, Ontario.

And from a far corner of the globe came this report from Lt. L.L.K., "Keeps slides the coolest of any projector in Tripoli, Libya."

That's right, Lieutenant, whether in Tripoli or stateside, Brumberger's cooling system *will* keep your slides "the coolest", so that you'll never need to worry about your slides "popping", "frying", or "baking"—and you'll find that our new spotlighting condenser system will project "the brightest" of them all.

★ ★ ★ ★

If push-button living appeals to you, then for your movie projection pleasure, you'll want several of our DeLuxe Reel Chests. Brumberger's exclusive Fingertip Control permits you to roll out the selected film with just a touch of your fingertip. Made of the highest quality steel for added protection. Exterior and interior index really let you get at the desired film in a hurry, too.

#1008	Holds 12-200'	8mm. reels & cans	$6.50
#1009	Holds 12-300'	8mm. reels & cans	$7.50
#1010	Holds 12-400'	8mm. reels & cans	$7.95
#1016	Holds 9-400'	16mm. reels & cans	$7.50

★ ★ ★ ★

In addition to our DeLuxe Fingertip Reel Chests, Brumberger now has available a complete line of Economy Reel Chests. Sturdy, all steel chests for convenient, orderly filing and storing of reels and cans. Budget priced at $3.25, model 1001, holds 12 8mm. 200 ft. reels and cans, and just $3.95 each for your choice of 3 other sizes.

★ ★ ★ ★

For extra ease in projection, keep your film in Brumberger reels and cans. Made of the finest tempered steel, and finished in grey hammertone, the reels have 50 ft. footage markings, and hold the film firmly with just a *one-half* turn.

Model #	Size	Reel	Can
1018	8mm.—200 ft.	.45	.45
1019	8mm.—300 ft.	.55	.55
1020	8mm.—400 ft.	.55	.55
1024	16mm.—200 ft.	.45	.45
1026	16mm.—400 ft.	.55	.55

★ ★ ★ ★

You tape recorder fans will be interested in these chests, also. They're ideal to guard against loss, damage, and accidental erasure of your tape. Chests #1001 and 1008 and the #1018 can hold the 5" reel, while chests #1003 and 1010 and the #1020 can will hold the 7" reel.

★ ★ ★ ★

Stumped for a Christmas gift? Write today for your new free catalog of the entire line of Brumberger Photo Equipment, the finest you can give.

BRUMBERGER *gives you* SOLID VALUE!

Choose from the world's most popular slide equipment!

SLIDE BINDERS

All steel with glass, to protect your valuable transparencies. Simple snap assembly. Round corners.

2 x 2 (35mm or BANTAM)

#1156 Box of 20 ..... $1.79
#1157 Box of 120 ..... $8.95

2¾ x 2¾ (for 2¼ sq.)

#1158 Box of 12 ..... $1.89
#1159 Box of 72 ..... $9.95

lower prices in bulk quantities

SLIDE FILES

Perfect protection and compact, convenient filing. All steel construction. Numbered index.

FOR 2 x 2 BINDERS

File #	Metal	Cardboard	Price
1050	50	100	$1.98
1150	150	300	$2.95
1149	330	660	$3.49
FOR 2¼ sq. transparencies			
1100	100	200	$3.95

SLIDE VIEWER—For all slide mounts from 2x2" to 2¾" sq. Brilliantly illuminates and enlarges your slides. Built-in adapter automatically centers every slide. Electrically operated. Complete with bulb and 6 ft. cord.

#1225 VIEWER $6.50

Be sure to ask your dealer to show you the complete Brumberger line of over 60 files, cabinets and housings for storing both your still and stereo slides.

FOR YOUR 35mm. and 2¼" sq. PROJECTING PLEASURE!

New 300 Watt, Blower Cooled Projector for all your Slides.

The Brumberger RIVIERA ..... only **$59.50**

For the coolest, clearest, brightest projection of all your color slides. This new, precision Brumberger Riviera gives you sharpness and detail never before realized in color slide projection. Consistently proven by the most exacting laboratory tests, you can rely on the quality of the Riviera. #1422 RIVIERA $59.50

#1405 **FLEETWOOD**—Similar to the Riviera model but with f3.5 lens and double switch to control lamp and blower $69.50

BRUMBERGER

34 Thirty-Fourth Street
Brooklyn 32, N. Y.

50 YEARS OF PRECISION MANUFACTURING, 1904-1954

RAPID SEQUENCE IIa

with f1.9 coated XENON LENS

Takes standard 35mm cartridge. M-X sync. Shutter speeds ½ to 1/500.

89.50

ONLY 8.95 DOWN....NO EXTRAS

CONTAX IIa

COATED 50mm f2 SONNAR FLASH SYNC

Focal plane shutter speeds 1 to 1/1250 sec. Coupled rangefinder. Interchangeable lenses. One of the finest cameras available.

353.00

ONLY 35.30 Down.....NO EXTRAS

135mm 5¼" f4.5 Coated STEINHEIL Compur-Rapid M-X SYNC

Coupled rangefinder. Deluxe flashgun. A terrific value

269.50

ONLY 26.95 DOWN

hamilton house offers more . .

ONLY 10% DOWN, MONTHS TO PAY

NO INTEREST ★ NO SERVICE CHARGE ★ NO HIDDEN CHARGES

30 DAYS FREE TRIAL WITH FULL MONEY REFUND ★ LIFETIME GUARANTY

BOLEX H-16

With f1.9

You pay nothing extra for this fine 16mm movie camera. Sound/Silent speeds Built-in frame counter . . . plus 15mm f2.8 and 3" f2.8 Kodak Tel

346.00

ONLY 34.60 DOWN ....NO EXTRAS

Leather case 27.50

AUTRONIC BINOCULARS

7x35

All coated optics. Many fine features such as central focusing, adjustable bridge. New streamlined designed

38.50*

5.00 DOWN

Case 6.95

7x50

Your choice, either central focusing or individual focusing eyepieces. Adjustable bridge. Coated optics and prisms. Finished in attractive black enamel and coarse grained leather.

CENTRAL FOCUSING.....42.50*

INDIVIDUAL FOC.....36.50*

Case 6.95 5.00 DOWN

10x50

Powerful with a wide field of vision. Central focusing. New advanced streamlined type.

64.50*

Case 6.95

16x50

The most powerful hand-held glass there is. Individual focusing. Adjustable bridge. Coated optics. Bargain priced at .....

49.50*

Case 6.95

*Add 10% FED. EXCISE TAX

POLAROID HIGHLANDER

Popular priced pocket-size picture-a-minute camera. Big 2¾ x 3½ size prints. Built in flash sync. Many accessories.

ONLY 6.95 DOWN NO EXTRAS

69.50

Finest camera of its kind. With f2.8 Zeiss Planar, case....

309.50

ROLLEIFLEX, f3.5 Tessar, case 249.50

ROLLEIFLEX, f3.5 Xenar, case 234.50

ROLLEICORD IV f3.5 Xenar, case 149.50

EXPOSURE METERS

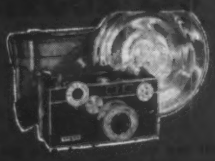
Use the meter the pros use. NORWOOD, measure incident light, calibrated in ASA scale.

32.95

GENERAL ELECTRIC PR-1 .....32.50

WESTON MASTER II.....27.63

GOSSEN SIXTOMAT.....27.50



AUTO EXAKTA VX

Completely automatic model with true automatic pre-set feature on f1.9 coated Schneider XENON . . . PLUS . . . Rooftop prism view & rangefinder.

398.70

Same with f2 Biotar.....392.00

Case 12.00

ONLY 34.17 DOWN. NO EXTRAS

TAPE RECORDERS

New sensational Federal (FME) Two speed Hi-Fi complete.

139.50

REVERE T-100.....169.50

REVERE T-700.....225.00

TDC STEREOTONE.....229.00

BESELER ENLARGER

Can enlarge 16mm to 4x5—no change of condensers. Automatic electric raising & lowering lamphouse. Rigid framework—complete with motor.

189.75

ONLY 18.98 DOWN NO EXTRAS

TRADE your idle equipment. Use it for your down payment. hamilton house grants the most generous trade-in allowances . . . WRITE TODAY.

hamilton house

Dept. 22, 545 FIFTH AVENUE NEW YORK 17, NEW YORK

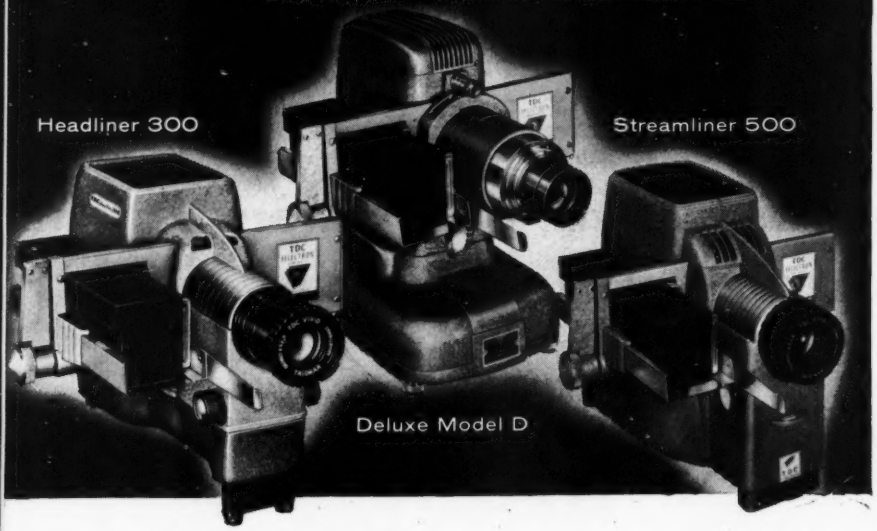
Rush Your Down Payment
AND GET IMMEDIATE DELIVERY

NAME.....

Address.....

City.....State.....

TDC *Presents*
AMERICA'S BEST SELLING SLIDE PROJECTORS



Their features are the reasons for their success

HEADLINER 300

Greatest color projector value ever. Big, brilliant pictures with 300-watt blower-cooled lamp. Exclusive Selectron-Semimatic changer selects, shows and refiles your slides. 4" f/3.5 lens. **$49.99***

Headliner 200—best in 200-watt projection..... **$33.50***

DELUXE MODEL D

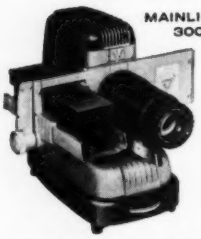
Best regarded slide projector in America. 300-watt lamp, blower, 5" f/3.5 lens with antireflection baffles and roller-bearing focus show your pictures sharp, brilliant. TDC's Selectron-Semimatic changer selects, projects, refiles tray of 30 slides at a time. **$67.50***

STREAMLINER 500

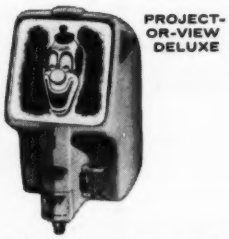
Large 500-watt lamp for even brighter; clearer pictures. Cooled by powerful blower. Geared focusing. Selectron-Semimatic changer. 5" f/3.5 lens. **$75***

Project both 2x2 and 2¼ x2¼ slides with these Streamliners:
Duo "300" **$67.50***
Duo "500" **$84.50***

Ultra portable . . . built into its own lift-off, metal carrying case. 300-watt lamp for truly sharp pictures. 4" f/3.5 anastigmat lens. Blower-cooled..... **$52.50***



Projects your pictures bright and sharp with 5" f/3.5 coated anastigmat lens and 300-watt lamp. Blower-cooled. With Selectron-Semimatic changer. **$59.50***



Only 2D projector that shows your slides two ways. See them on 46-sq. in. viewer. Switch to screen projection anytime. 200-watt lamp, blower-cooled. **$77.50***

**Prices include Federal Tax, Prices and specifications subject to change without notice.*

Three Dimension Company
Division of Bell & Howell

THREE DIMENSION COMPANY
division of **BELL & HOWELL**
3512 N. Kostner, Chicago 41, Ill.

NEW PRODUCTS

(*Continued from page 26*)

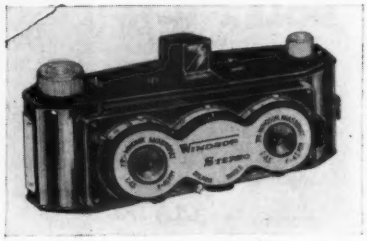
are dual knob tilt adjustment, rotary on-off switch, and rubber footpads which are said to protect furniture finishes from being marred.

The Headliner's housing has a gray metallic wrinkle finish. Price, including the semi-automatic slide changing unit and one Selectray which holds the slides, $49.99.

A sturdy airplane luggage type case, with a tweed and simulated leather finish, is available at $9.50. For additional information, write:
THREE DIMENSION COMPANY
3515 N. KOSTNER AVE., CHICAGO 41, ILL.

Windsor Stereo Camera

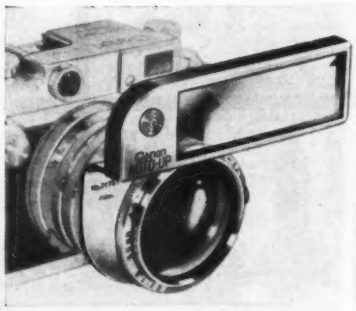
Using standard stereo frames and mounts, the new Windsor stereo camera, from Japan, has two matched Tri-Windsor 45mm f/4.5 lenses. All the important controls are visible from the top, on the Windsor, which focuses



from three feet to infinity. Also featured are: shutter speeds to 1/100, built-in sync, leather covered body, and a device for taking single pictures as well as stereo. Price, $39.95. The following accessories are also available: flash unit, $5.95; filters, $1.75 each; viewer, $4.95. For additional information, write:
GENERAL PHOTOGRAPHIC SUPPLY CO.
136-140 CHARLES ST., BOSTON, MASS.

Canon Close-up Lens

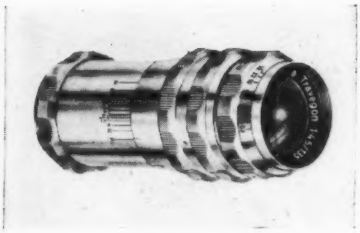
Designed to give sharp detail when photographing flowers, insects, and other small objects, the new Canon Auto-up lens permits shooting your subject as close as 22 inches. The Auto-up mounts directly on the camera lens, and features a parallax-compensating viewfinder lens which permits regular use of rangefinder and viewfinder.



Two sizes are available, and each comes in a leather case. To fit a 50mm f/1.8 lens, the Auto-up is priced at $18.95; for a 50mm f/1.5 lens, the price is $29. For additional information and a free catalog on Canon lenses and accessories, write:
CANON SALES CO.
67 WALL ST., NEW YORK 5, N. Y.

Travegon Telephoto Lens

The f/4.5, 135mm Travegon telephoto lens is made to fit most models of the Exakta, Praktica, Pentacon, Praktiflex, Contax S and D, and Leica cameras. The lens features a 16 blade



diaphragm control with stops to f/32, an infra-red setting and built-in depth of field scale. The lens head can be unscrewed and used in bellows type projectors and enlargers, says the importer. Made in Western Germany. Price, $49.95. For more information, write:
AGOF-SCHACHT LENS CORP.
160 FIFTH AVE., NEW YORK, N. Y.

Baja Slide Consolettes

Two Baja Moderne Slide File Consolettes, designed for handy slide storage, feature imitation leather finishes simulating blond or red mahogany, or

oak wood grain. The Consolettes may be mounted on wrought iron, hairpin legs, as partly shown *above*.

Model MSC-24 (*shown*) has 24 drawers and will accommodate up to 10,000 Ready-mounts (2 x 2), or 5,000 stereo slides in cardboard mounts. One third of these quantities can be stored if slides are mounted in glass, metal, or plastic, states the manufacturer.

Model MSC-21 differs from the model above in that it has 21 drawers to hold slides and one master drawer to hold a stereo viewer. Both models of the Moderne Consolette are priced at $69.95, and a set of wrought iron

(*Continued on page 34*)

TDC *Presents*
TWO NEW STEREO CAMERAS

Biggest News in Stereo . . .

TDC Stereo Colorist

Greatest precision stereo camera value ever offered! Built-in "deep focus" helps even beginners to get sharp pictures with ease. 35mm. f/3.5 Rodenstock Stereo-Trinar lenses. Gauthier shutters (1/10-1/200 and bulb). Synchronized for flash lamps or electronic flash. Automatic exposure counter. Handsome craftsman-finished die-cast aluminum body. $99.99*

TDC Stereo Vivid

World's most automatic stereo camera! Makes 3-D color easy as black and white snapshots. Just select shutter speed, *set* TDC's exclusive Expo*sure* dial, *sight* through one window, adjust focus and *shoot*. Shutter, diaphragm settings and Expo*sure* dial work together automatically. 35mm. f/3.5 coated anastigmat lenses. Synchronized flash. Beautiful die-cast aluminum body. $159.50*

And to see your slides best, get a TDC 3-D projector:

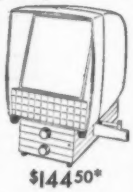
$169.50

TDC Stereo-Vivid Projector

Unexcelled for big screen 3-D slide projection. Twin 500 w. light systems. Matched, coated f/3.5 anastigmat lenses. Complete focusing and compensating adjustments.

TDC Stereo Project-or-View

Shows 3-D slides directly on 72 sq. in. black viewing glass, or projects them full size. 3" f/2.8 coated anastigmat lenses, 300 w. lamps. Adapts for non-stereo slides.



$144.50*

ALSO AVAILABLE: *Tray-loading Stereo Selectron Changer* for either projector, $19.50. *Stereo Vivid Deluxe Viewer* for 3-D slides, $17.50.

**These prices include Federal Tax, and are subject to change without notice.*

Three Dimension Company
DIVISION OF Bell & Howell

FREE LITERATURE

THREE DIMENSION CO., Dept. 24
3512 N. Kostner Ave., Chicago 41, Illinois
Please send me free illustrated literature as checked below:
☐ Stereo Cameras, Viewers and Projectors
☐ Slide Projectors (non-stereo)

Name _____
Street _____
City _____ Zone _____ State _____

New LOWER PRICES

FOR **Nikon** CAMERAS AND **Nikkor** LENSES

Now the Most SENSATIONAL 35mm Camera Value on the Market!

Nikon

CAMERA* with the famous 50mm

Nikkor f1.4 LENS

NOW $299.95

Formerly $359.00

*The NIKON Camera with f2 Lens remains at $269.

NEW LOWER Nikkor LENS PRICES

All Nikkor lenses are available in mounts to fit Nikon and Contax or Leica and Canon cameras.

28mm f3.5	$149.50
35mm f3.5	89.50
35mm f2.5	139.50
50mm f1.4 for Leica and Canon	189.50
50mm f1.4 for Nikon and Contax	169.50
85mm f2	175.00
85mm f1.5	299.50
135mm f3.5	135.00

See your Photo Dealer Today . . . or write to Dept. JL-2

NIPPON KOGAKU TOKYO

NIKON INCORPORATED, 277 Fifth Avenue, New York 16, N. Y.

Nikon Cameras and Nikkor Lenses are made by NIPPON KOGAKU, TOKYO

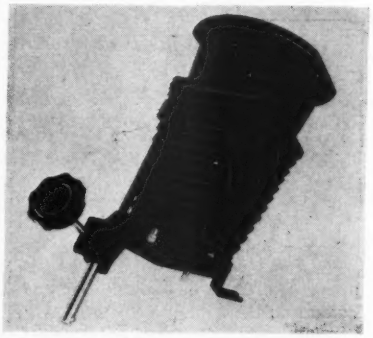
NEW PRODUCTS

(*Continued from page 33*)

legs is available at $7.95. For additional information, write:
BARNETT & JAFFE
6100-10 N. 21ST ST.,
PHILADELPHIA 38, PENN.

Omega Focusing Attachment

An Auxiliary Focusing Attachment for the Omega D-2 enlarger gives small enlargements, 1:1 prints and reductions. It consists of a bellows and an additional focusing device which is said to be easily attached to the D-2



in place of the standard lensmount. As the bellows is extended, the lens moves further away from the negative than is usually possible. Price, $28.50.

The Auxiliary Focusing Attachment is similarly designed for the Automega B-5, Omega B-6 and Automega E-4 enlargers. For more information, write:
SIMMON BROS., INC.
30-28 STARR AVE., LONG IS. CITY 1, N. Y.

FR Developing-Enlarging Kit

The FR Home Developing and Enlarging Outfit, containing all the darkroom essentials that will enable beginners to develop and enlarge their own film, features the 7A FR Enlarger. Of

plastic construction with metalized finish, the 7A Enlarger is both easily stored and operated. Its lens, an American Optical Co. "doublet," has an aperture fixed at f/11. Focusing is helical—that is, by turning the knurled ring at the bottom of the enlarger housing, the lens (located within the

(*Continued on page 113*)

Announcing the most sweeping GUARANTY

. . . in all camera history

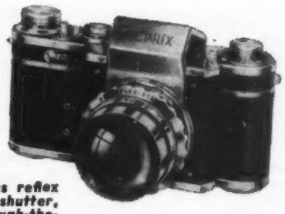
1. *Unconditional guarantee on the jeweled shutter mechanism for the life of the Rectaflex.*
2. *Each jeweled shutter pre-tested for chronometer accuracy.*
3. *Free factory-level inspection once annually for two years (cleaning and repairs, if necessary, without charge).*
4. *Free owner's field test to insure perfectly functioning camera before owner uses his own film.*
5. *Maximum trade-in value, by application of preceding guarantees to all properly registered Rectaflex cameras, new or used.*

   (These guarantees apply only to cameras purchased from duly appointed Omic-RECTAFLEX franchisers.)

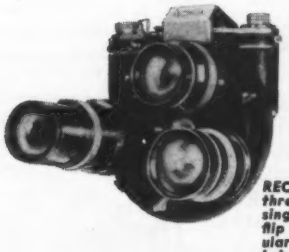
RECTAFLEX is probably the only camera in the world, which, in itself, can carry these sweeping guarantees. It is so superbly designed, so flexible in its use, it is worthy of the most superlative claims.

RECTAFLEX is the product of one of the world's most respected scientific and engineering organizations (employing upward of 46,000 artisans in Italy, France, England and Switzerland).

RECTAFLEX comes to you through a carefully selected group of franchised camera dealers. A note from you will receive prompt attention, with the indication of your nearest RECTAFLEX service-dealer.



***RECTAFLEX:** The single-lens reflex eye-level, 35mm, jeweled shutter, total-sync camera. Through-the-lens rangefinder. Interchangeable lenses from 28mm wide-angle to 80" telephoto. Focal plane shutter with speeds from 1 second to 1/1300. Extension tubes, microscope adapter, bellows attachment available. With f/2 coated Schneider Xenon, combination sunshade, filter-holder, pre-set diaphragm control, leather case, $350. Same with Angenieux f/1.8, $395.*



***RECTAFLEX ROTOR:** The 35mm three lens turret camera utilizing a single-lens reflex optical system. A flip of the turret changes from regular to wide-angle or telephoto, bringing the desired specialized lens into immediate use. Exact field of lenses is viewed on ground glass. Embodies all of the features of the standard RECTAFLEX. With interchangeable rifle-stock, pistol grip, 50mm Angenieux f/1.5 pre-set lens, $660; with 50mm Angenieux f/1.8 lens, $585. Truly, the instant multi-purpose camera.*

OMIC-RECTAFLEX

19 MURRAY STREET, NEW YORK 7, NEW YORK

Other offices: Rome, Paris, London, Sydney

FRESH WAR

LOOK

INFRA-RED
THE MOST UNUSUAL FILM . .

Do the unusual. The most fascinating film available. Your daylight shots look like winter scenes. Your night time shots look good. For 120 & 620 roll film cameras. 8 rolls **2.50**

35mm x 100 ft.....2.25
4x5 CUT FILM.....25 sheets.....2.00
INFRA-RED FLASH BULBS....12 for.....2.16
Add 35¢ post. ea. order

EASTMAN KODAK SUPER XX
120 & 620 ROLL FILM

Genuine Eastman Kodak film at a bargain price. Super XX Parichromatic with ASA 100. You'll be wise to get several rolls while the supply lasts. 10 rolls..... **2.49**

25¢ post. & ins.

AERO EKTACHROME
35mm SPECIAL. ASA 40*. DAYLIGHT

Load your own cartridges and slash costs all the way. Only 63c per cartridge of color film. Reliable and fine grain—and, it's FIVE TIMES FASTER than Kodachrome. Processing available—or do your own.

35mm x 20 ft makes SIX 20 exp carts.....**3.95** | 35mm x 27½ ft makes EIGHT 20 exp carts.....**4.95**

45¢ post. & ins.
*Eastman Kodak recommended speed

COLOR

16mm ANSCO MOVIE COLOR

You save money—and get beautiful color pictures too. This film is genuine Ansco stock; no off-brands or phonies. It's outdated—yes, but it's guaranteed equal to fresh. Daylight only.

50 ft. x 16mm MAGAZINES, ea. **3.75**
3 for 10.75 6 for 20.75
100 ft. x 16mm reel load, ea.....6.95
10¢ each post. & ins.

16mm x 100 ft. KODACHROME

Includes FREE Eastman Kodak processing. Daylight or Tungsten .....each **7.50**
10¢ ea. post.

35mm ANSCO COLOR

20 exposure cartridges
Stock up now at our low price. Tungsten or daylight, each **1.15**
5 for 5.50 10 for 10.75
10¢ ea. post. & ins.

ANSCO COLOR

Now, shoot color at the cost of black and white. Color reproductions are brilliant and true. ASA 10 daylight, 16 for Type A. 24 sheets..... **4.95**
Add 25¢ post. & ins.

THE MOST AMAZING BARGAIN . . .

7" f2.5 AERO EKTAR ON K-21 AERIAL CAMERA

The lens that made history. Easily removed from camera. Can be adapted to 35mm and press cameras. Enables user to shoot in light he never could before. Gov't cost 800.00.

BRAND-NEW CAMERA & LENS.....**79.50**
Write for 35mm adapters and press extension tubes. Wooden storage case 4.50
Shpg. wt. 55 lbs.

THE WORLD'S MOST AMAZING SAVINGS

THRIFTLITE
MODEL AC-40

Automatically syncs with ANY camera having built-in sync. X or O delay.
BRAND-NEW
29.95

Operates on 110-115v AC ONLY
Add $1.65 post. & ins.

Special ALL SPEED 35MM FILM COMBO

You get a roll each of slow, Hi-speed and Super speed film, at ⅓ the list. Slow speed super fine grain Panchromatic X; plus, Hi-Speed fast pan Super XX; PLUS, Super speed pan film TRI-X. All safety film. You save almost $12.00, only..... **5.75**
Add 35¢ postage

AERIAL FILM
NEW LOW PRICES

	fresh	surplus
5¼"x 20' KODAK SUP XX	7.31	2.95
5½"x 56' SUP XX OR TRI-X		4.50
7" x 56' SUP X	8.39	
9½"x 75' SUP XX	9.50	
9½"x200' SUP XX		19.50
9½"x390' SUP XX '52		55.00
9½"x200' ANSCO S88		19.50

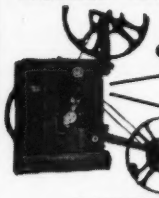
Add postage & packing

EXTENSION BELLOWS
FOR EXAKTA, PRAKTICA, CONTAX-D, PENTACON

Converts your camera into a double extension bellows. Leather bellows, metal parts, accepts any lens (specify camera).

BRAND-NEW.....**14.95**
Add 65¢ post. & ins.

16mm RCA SOUND PROJECTOR



18 watt UNDISTORTED OUTPUT

Projector silently purrs like a kitten. 10" speaker, 2" f1.6 lens. Verified value over Professional 3-case job $300.00.

129.50 used Shpd via express

10 DAY FREE TRIAL, FULL MONEY BACK GUARANTY

4x5 CUT FILM ASA 100 2 dz sheets..... 6 dz 2.95 **1.35**

8x10 CUT FILM KODAK TRI-X ASA 200. PAN 50 sheets..... **4.75**

16mm x 100' SUPER X KODAK MOVIE OR ANSCO HYPAN FREE PROCESSING **3.95** EACH

8mm x 50' MOVIE DBLE 8, BLACK & WHITE, ASA 50 FREE PROCESSING, 5 for **5.95**

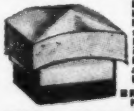
ENLARGING LENS

Coated 2" f4.5
Sharp cutting for all work. Complete with mounting flange.
List 18.95, BRAND-NEW..... **11.95**
Add 35¢ post.

MOVIE SCREENS

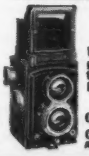
Tripod stand. Glass beads bended to durable fabric. BRAND-NEW
*30"x40" 6.95
*40"x40" 8.95
**37"x50" 10.95
**50"x50" 13.50
*Add $1.25 post.
**Shpd via express

EXAKTA OWNERS



ROOF TOP, combined VIEW FINDER and split-image RANGE-FINDER in one unit. For Exaktas V, VX and EXA's only. List $85.00
BRAND-NEW **57.50**
ZEISS PRISM FOR EXAKTAS I's & II with case $31.50
Add 65¢ post. & ins.

ROLLEICORD IV



f3.5 ctd XENAR in X-M COMPUR shutter
Many fine features. Bargain priced because they're used.
List 149.50
Our Price... **79.95**
Case 9.95
Add $1.00 post. & ins.

AIR PHOTO SUPPLY CORP.

SUPPLIER TO THE UNITED STATES GOVERNMENT

SURPLUS FILM & PAPER

FROM NEW YORK'S FAMOUS DISCOUNT HOUSE

35mm FILM

100 FT. LENGTHS

	each	3 for
ANSCO ULTRA SPEED	1.50	4.00
KODAK TRI-X	2.25	5.95
KODAK PLUS-X	1.50	4.25
PANATOMIC-X	2.25	5.95
KODAK SUPER XX, safety	2.29	5.95

Add 15¢ post. & ins. ea. roll

BULK FILM LOADER

Slash film costs to almost nothing. Load in daylight or normal room light. Extremely simple to operate.

4.95 BRAND-NEW

SPECIAL: 100 ft. of B&W Film and above leader 5.95

Add 45¢ post. & ins.

6x30 BINOCULARS

COATED PRISMS

All metal—light weight individual eye piece focusing. List $44.50. BRAND-NEW **17.95***

7x50	INDIVIDUAL FOCUSING .... BRAND-NEW	22.50*
16x50	INDIVIDUAL FOCUSING .... BRAND-NEW	47.50*
20x50	INDIVIDUAL FOCUSING .... BRAND-NEW	54.50*

*Plus 10% FET

Leather case 6.95

Add 85¢ ea., post. & ins.

TELE LENS

1½" f1.4

FOR ALL 8mm CAMERAS

Remember those rave notices in the photo mags—at the club? This is the Japanese lens that's making 'em sit up and take notice. 4x faster than f2.5's. Twice as fast as f1.9's —3X magnification. (Specify camera) BRAND-NEW..... **25.00**

For B&H cameras $27.95

45¢ postage

ENLARGING PAPER

8x10 KODABROMIDE Single Weight, GLOSSY #2 & 4 '53 date, 100 sheets	3.29
8x10 DOUBLE WEIGHT SEMI-MATTE, #2, 3 '53 date 100 sheets	3.89
8x10 BROVIRA Double Weight, GLOSSY, #1, '53 date 100 sheets	2.89
11x14 SINGLE WEIGHT GLOSSY, GRADE F1, 50 sheets	2.95
11x14 DOUBLE WEIGHT GLOSSY, #2 & 3, 50 sheets	3.29

ESTIMATE & INCLUDE POST. & INS. EACH UNIT

OUR POLICY . . .

Your satisfaction is our aim. Film and paper is outdated . . . but tested and approved before being placed for sale. Absolutely guaranteed to be of top quality—or your money back.

FAMOUS-MAKE

U. S. Air Force B-10 GLOSSY DRYER

28" SEAMLESS DRUM & FAMOUS GE CALROD HEATERS

The buy of a lifetime. Ideal for production work. Complete with motor, belt and wire catch-basket.

Guaranteed **295.00**

Shpd. via express

K-20 AERIAL CAMERA

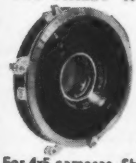
6½" f4.5 lens

Automatic operation. Built-in trigger type shutter release; speeds to 1/500. Rapid sequence operation on 4 x 5 negative. Gov't cost over $800. Guaranteed..... **168.00**

Shpg. wt. 25 lbs.

WRITE: For more information on aerial equipment. Complete stock on hand. We buy and sell and service as well.

THE FINEST WIDE ANGLE LENS



COATED MEYER ARISTOSTIGMAT 100mm f6.3 LENS WIDE ANGLE IN COMPUR RAPID SYNCHRO Shutter

For 4x5 cameras. Shutter speeds to 1/400th List price is $92.00 Your cost, BRAND-NEW **32.50**

Add 65¢ post. & ins.

9⅜ x 200 ft AERO ENLARGING

Here's a way of keeping printing costs down. Cut as many as 300 8 x 9⅝'s from one roll. Packed in hermetically sealed cans. Resisto back. Single weight, glossy and semi-matte. Grades 2, 3 & 4..... per roll **2.95**

Add 65¢ post. & ins. 20 rolls (case lot).....55.00

4x5 OMEGA

COLD LITE NF MODEL

Famous heavy duty inclined girder type. Handles all size negs 55mm up to 4x5 complete with 18x33" baseboard used..... **99.50**

with 5¼" f4.5 lens.....124.50

Shpg. wt. 85 lbs.

5x7 ELWOOD S-2 ENLARGER

NEWEST 1955 MODEL

With 6½" f6.3. New dome. Extra long bellows draw. Many fine features.

BRAND-NEW **69.50**

Shpg. wt. 60 lbs.

4x5 OMEGA II Condenser model with lens, used..... **129.50**

FAMOUS MAKE 2 SECTION CENTERLIFT TRIPOD

Closes to compact 34". Centerlift raises head an extra 13" high. One turn pan/tilt lock. Attractively finished.

BRAND-NEW **11.95**

Add 85¢ post. & ins.

Film & paper outdated surplus. Guaranteed good. Prices FOB N.Y. Minimum order $2.50. COD's. 25%. Subject prior sale. Cable Address: Airphoto.

4x5

CONTACT Sing. Wt. Gl., #0, 1, 2, 4	Gross	1.20
ENLARGING Sing. Wt. Gl., #2	Gross	1.50

10x10 CONTACT

SINGLE WEIGHT SEMI-MATTE, TYPE IX, #3 gross **1.69**

EXTENSION TUBES

German made for the Kine Exakta. Consists of two adapters and three tubes. This imported set is ½ the price of domestic sets. **6.95** Brand-New

PRAKTICA, CONTAX-S	5.95
CONTAX I, II, III, IIa	7.95
PRIMARFLEX	14.95

Add 35¢ post. & ins.

JUMBO GADGET BAG

ALL PIGSKIN

You've seen this advertised for much more. Full 5x10x12". Zippered closure, extra pouch, padded strap ideal for 4x5, etc. BRAND-NEW **15.85**

Add 55¢ post. & ins.

24" RIVERSIDE WRINGER

Wring your prints dry. Will also accept ferrotype tins. Adjustable pressure tabs. Electrically operated. List over $400.00. USED..... **69.50**

Shpd. via express

FREE—bargain bulletin write to-day. 21

NAME .....

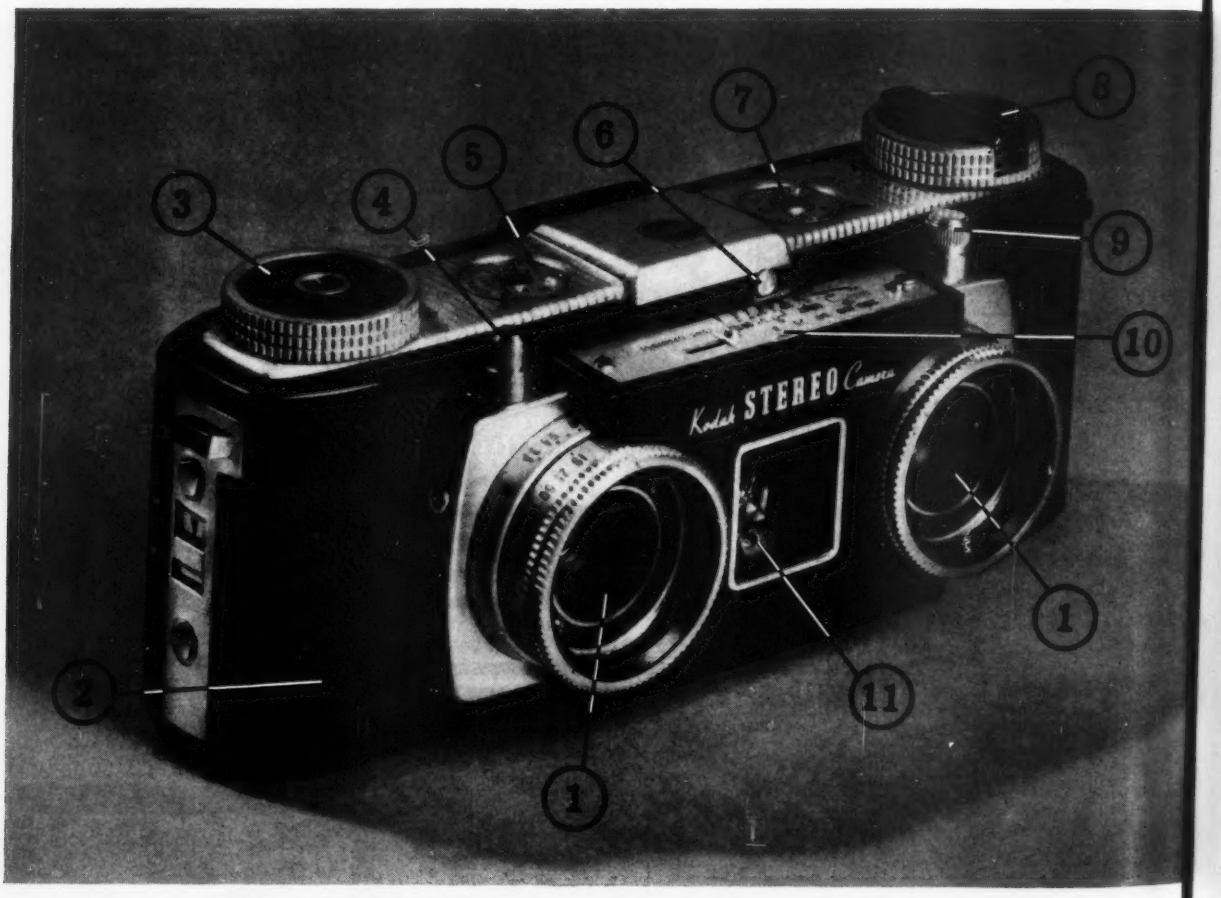
Address .....

City .....State .....

DEPT 21 555 EAST TREMONT AVENUE, NEW YORK 57, NEW YORK

how good is the new Kodak Stereo Camera?

MODERN put Kodak's 3-D camera through a month long series of tests. Both novices and experts tried the camera. Here are the final results . . . . . by Norman Rothschild



1. Kodak 35mm f/3.5 Ektanon lenses stop down to f/22. 2. Camera body is plastic. 3. Wind knob advances film, cocks shutter, prevents accidental double exposures. 4. Shutter release. 5. Film type indicator. 6. Lens opening pointer. 7. Film counter indicates number of exposures yet to make. 8. Rewind knob. 9. Flash contact. 10. Shutter speed plate indicates speeds from 1/25 to 1/200. 11. Viewfinder has built-in bubble to help you keep camera level.

WHAT ARE the basic elements of good camera design? The optical system? Shutter? Film transport? Construction? Durability? Appearance? All and at least one more—intelligent planning.

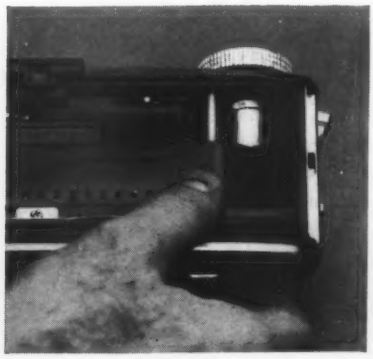
The Kodak Stereo Camera ($84.50) is one of the finest jobs of planning ever seen on the 3-D level. This is not a case of a camera being designed around the basic lens and shutter components. It's a matter of a camera planned as an integrated whole, planned to offer the advanced stereographer versatility, yet so designed that the beginner with no knowledge of exposure or distance settings will find the camera easy to use. That's a pretty big order. Let's see how well it actually works.

Just holding the camera is an experience. Although you won't find any radical engineering innovations, you will find it neither feels like a collection of metal stampings put together with nuts and bolts nor like a plumber's conception of a camera with knobs and dials peeking out from strange places. Instead, each control falls under hand easily and the camera feels "natural" when held at eye level. You feel you can trust the camera. You can make pictures *with* it instead of *in spite* of it.

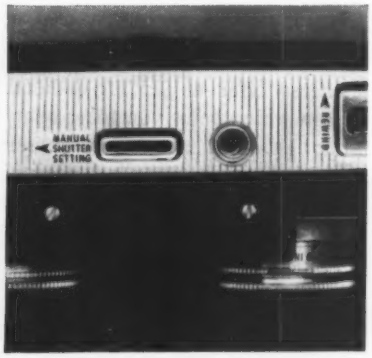
No stereo camera has a simpler method of loading film. After the back has been swung open and the film cartridge dropped into the film chamber, the perforated film leader is just extended over the take-up drum. When the camera back is closed and the winding knob is turned, a pin on the take-up drum will automatically catch one of the perforations in the film, locking it on the drum. It's a much improved method over the more usual thread-the-leader-through-the-slot or under-the-tongue type of loading. More important, the film never slipped off, once the camera back was closed.

Every important camera control—diaphragm lever, shutter speed plate, frame counter, film reminder—can be seen and set from the top of the camera. Each scale is well marked. The user has a choice of setting the camera by two methods. If he's accustomed to standard camera markings, he can set the camera with the usual f/stop, shutter speed and *(Continued on page 40)*

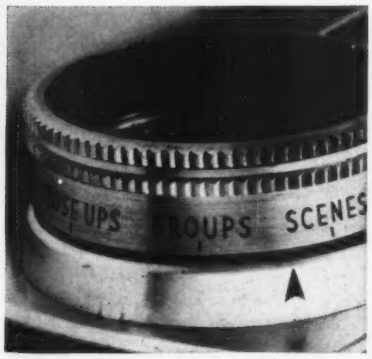
1. You don't need special filter adapter rings for the Kodak camera. Each lens has screw-type insert ring which accepts all Series V lens attachments.



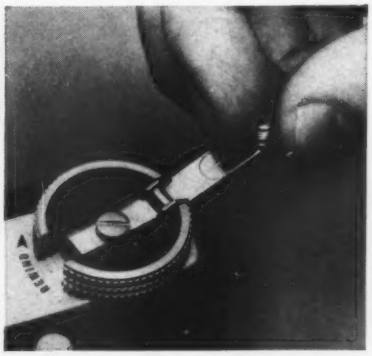
2. To attach the film to the takeup drum, just pull out enough leader to extend over the drum, then close back. Film will catch automatically.



3. Shutter can be recocked for double exposures, special effects, with lever on the camera bottom. However, camera must be taken from case to do this.



4. Distance indicator on left lens can be used by novice who may be poor at guessing footages. Right lens mount carries distance, depth of field scales.



5. Rewind knob has folding handle built into top, making rewinding operation much swifter. Lever on camera bottom must be held while rewinding.

6. With shutter speed slide at 1/50th sec., novice need only set lens pointer to weather condition to make a proper exposure for average outdoor subjects.

If you favor 2¼ x 2¼" negatives

see these Zeiss Ikon Cameras

The 2¼ x 2¼" negative has advantages that account for its wide popularity. For instance, choice of a large variety of emulsions, color or black-and-white... print size suitable for the photo album... square format makes composing easy. The 2¼ x 2¼" size is also ideal for enlargement, yielding salon prints of striking detail and tonal values.

IKOFLEX 2¼ x 2¼" twin-lens reflex cameras offer an EXTRABRITE focusing screen which helps you focus sharply even in poor light and it automatically eliminates parallax. Model I-a has a fully synchronized Prontor shutter with speeds to 1/300 sec. The automatic IKOFLEX II-a, in addition, features an automatic shutter-cocking film-wind and its lens and shutter settings can be seen from above. II-a has fully synchronized Synchro-Compur shutter with speeds to 1/500 sec.

SUPER IKONTA III is a 2¼ x 2¼" folding camera which has an auto-focusing rangefinder combined with the view-finder. Coupled to the lens, this rangefinder assures sharp negatives, even with the diaphragm wide open. Fully synchronized Synchro-Compur shutter has speeds to 1/500 sec.

See these fine cameras—at leading dealers
Write for literature

IKOFLEX I-a. With Novar f/3.5 lens, $95. With Zeiss Tessar f/3.5 lens, $120. (Case extra)

IKOFLEX II-a. Zeiss Tessar f/3.5 lens, $159. (Case extra)

ZEISS IKON

MADE IN WEST GERMANY

SUPER IKONTA III
With Novar f/3.5 lens, $96.
With Zeiss Tessar f/3.5 lens, $120.
(Case extra)

CARL ZEISS, INC., 485 Fifth Avenue, New York 17, N. Y.

KODAK STEREO

(*Continued from page 39*)

camera-to-subject distances. But the beginner, who often finds the multiplicity of new terms confusing, need know nothing of these. Kodak has included a cleverly simplified setting system called the "Easy Exposure Selector." It works as follows: You set the sliding shutter speed plate atop the camera housing to 1/50 sec. One edge of this plate is marked with three weather conditions: BRIGHT, HAZY, and CLOUDY BRIGHT. If the lens opening pointer is set opposite the proper one of these three conditions, the camera will be adjusted properly for subjects of average brightness without recourse to aperture or shutter speed calculations.

Setting distances is equally easy for beginner or advanced user. The left lens mount is marked: CLOSEUPS, GROUPS, and SCENES. Set one of these to the marker on the mount and the lens is set for the proper camera-to-subject distance. Actually, Kodak has figured as follows: closeups are from about 4 to 7 ft.; groups from 7 to 15 and scenes 15 ft. to infinity. The depth of field of the 35mm lenses even at the widest f/3.5 apertures will take care of any small setting discrepancies.

The more advanced camera owner sets his camera-to-subject distance with the right lens mount which is engraved with standard footage settings and a depth of field scale.

Instruction book is topnotch

It's pretty obvious that there's a big gap to be bridged between the two types of people who may own this camera—the beginner and advanced photographer. Kodak has supplied one of the finest camera instruction booklets ever devised. Actually it's a cleverly concealed complete course in photography for the novice as well as a beautifully illustrated set of instructions for the more knowing. It's no small pamphlet either. There are 50 pages. But let's get back to the camera.

All the rest of the camera's controls are equally well-thought out. The shutter release is gentle. Rewinding is quick. (A folding handle is built directly into the top of the rewind knob.) The viewfinder is located directly between the two lenses so there is no parallax error. A small bubble is incorporated directly into the finder to help the user keep the camera level at all times. Although a stereo camera can be pointed up or down to make a good stereo slide, it can't be tilted far sideways without grave viewing difficulties. The finder itself is clear and bright to the edges which are sharply defined.

A lot of prospective buyers may find fault in the lack of a rangefinder for the

(*Continued on page 42*)

CELEBRATED MOTION PICTURE STARS
THE MOST VERSATILE CAMERA

EXAKTA VX

Alfred Hitchcock's suspense thriller **"Rear Window"** features **James Stewart** using the Exakta VX Camera for picture taking and as a telescope at the same time.

The choice of the Exakta VX for Hitchcock's best motion picture could not have been unintentional, because of the fact that the VX is the most versatile camera in the world. With it you can photograph any type of subject, microscopic or gigantic, an inch or a mile away. With the VX you can shoot routine pictures with a maximum of simplicity and ease, and master any difficult or challenging subject as James Stewart did in "Rear Window".

THE AUTOMATIC EXAKTA VX

Automatic Exakta VX with Waist-level Viewfinder* and 50-mm, f/1.9 Automatic Schneider Xenon, $341.70 • 58-mm, f2.0 Preset Zeiss Biotar, $335.00 • 50-mm, f/2.0 Automatic Isco Westagon, $279.50 • 58-mm, f/1.9 Hugo Meyer Goerlitz Primoplan, $269.50

*Penta Prism eye-level viewfinder and Split-image Rangefinder may be substituted for waist-level finder for $57 additional.

WIDE ANGLE AND TELEPHOTO LENSES FOR EXAKTA

28-mm, f/3.5 Angenieux Retrofocus Type R11, $120.00 • 90-mm, f/1.8 Angenieux Type P1, $149.50 • 135-mm, f/4.5 Steinheil Culminar, $60.00 • 135-mm, f/2.8 Steinheil Quinar, $149.50 • 250-mm, f/5.5 Hugo Meyer Goerlitz Tele-Megor, $132.15 • 400-mm, f/5.5 Hugo Meyer Goerlitz Tele-Megor, $199.50 • 300-mm, f/3.5 TV Fernlinse Telagon, $360.00 • 500-mm, f/5.0 TV Fernlinse Telagon, $450.00 • 600-mm, f/5.0 TV Fernlinse Telon, $565.00 • 800-mm, f/6.3 TV Fernlinse Telon, $750.00

Your dealer will gladly demonstrate the Exakta VX with all types of lenses from 28-mm to 800-mm.

EXAKTA CAMERA COMPANY
705 Bronx River Rd., Bronxville 8, N. Y.
Exclusive Sales and Service Representative in U.S.A. for Ihagee Camera Works

Automatic Exakta VX cameras are exclusively imported by Exakta Camera Company and are sold with a factory authorized guarantee certificate, import certificate and owners registration card.

KODAK STEREO

(*Continued from page 40*)

Kodak Stereo Camera. There's no doubt that a coupled rangefinder *does* make accurate focusing much more certain at close ranges. But the short focal length lenses, 35mm, compensate with a great depth of field for small errors in guess focusing. The camera was handed to a number of people not accustomed to guessing distances. The stereo slides produced showed that the lack of the rangefinder was not as great a point as many people might imagine.

The heart of any camera is the optical system. In stereo the designer and manufacturer's problems are increased because two lenses are needed. And these must be matched perfectly in focal length. If not, one lens will reproduce an image slighlty larger than the other. Since stereo viewing depends upon your eyes being able to fuse two images into one, this state of affairs would make good stereo impossible.

How were the lenses?

The two f/3.5 Kodak Anaston lenses in the camera tested showed excellent definition at all apertures and were apparently well matched in focal length. At full opening, f/3.5, there was a slight falling off of sharpness at the edges, but not enough to be disturbing. Several slides made with the camera were projected in stereo to 50 x 50 in. with good results.

The camera body is a neat, plastic casting. The camera was not treated with kid gloves while the tests were carried out and the body got a number of severe jars which didn't have any effect upon it. The camera was *not* dropped on a concrete floor to test the strength of the plastic. However, the camera was dropped in its case from shoulder height with no damaging results. Moral: keep the camera in the carrying case.

The Kodak Stereo Camera makes 20 stereo pairs on special K335 or K335A Kodachrome film. The price ($4.65) includes the cost of mounting. The pictures are of standard A.S.A. size, 23 x 24mm.

In the event that this special film is not available, regular rolls of Kodachrome may also be used. A regular 20-exposure roll of film will yield 15 stereo pairs and the 36 exposure roll, 28 stereo pairs. Kodak will mount these for stereo at extra cost.

Kodak Stereo Readymounts, in which the pictures are returned to you, have the pictures properly spaced for viewing in a hand viewer. If you wish to project these, they must be remounted for best results.

Flash synchronization is provided for SM and SF lamps at speeds of 1/25 and 1/50, for Nos. 5, 25, and 8 lamps at 1/25

(*Continued on page 47*)

Don't you dare take my picture!

The memory permanently yours for sure with

BAUSCH & LOMB

8mm and 16mm

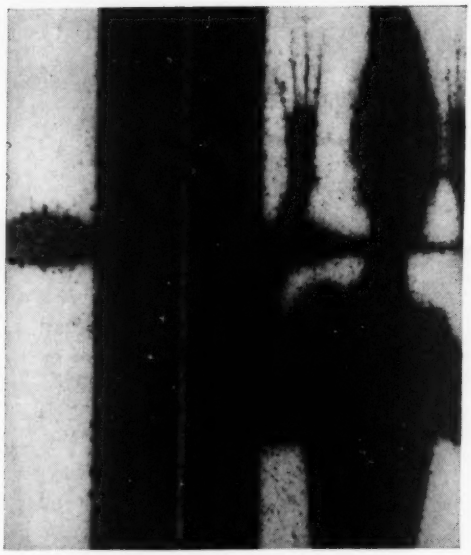
ANIMAR LENSES

Available in a complete range of speeds and focal lengths

"For professional quality in Your movies"

Funny-face thinks he's got you buffaloed . . . but *you've* got a picture you'll treasure forever. Warm as his baby breath, vivid as life, captured in full dramatic impact with an Animar Lens. Get this same true-life appeal on every frame by having your dealer supply your movie camera with Bausch & Lomb Animar Lenses.

***Write* for free full-color folder—F-141 and name your nearest dealer for personal Animar Lens demonstration. Bausch & Lomb Optical Co., 30335 Martin St., Rochester 2, New York.**



FOREGROUND, middleground or background—where is the center of interest in your pictures? When composing them, before shooting, look at the subject from different distances and angles. Sight through the viewfinder to see how the scene looks most pleasing. Had she moved out to the ring, would the drum majorette, *right*, have made a successful picture? Could the emptiness of a wet night be expressed as graphically, *below*, if the figure were in the foreground of the picture?

"I Tried it Myself" is a monthly contest for black-and-white photographs. They should be 4 x 5 or larger, and carry your name, address and all technical data on the reverse side of each print. You may submit any number of pictures, but please enclose *first class* postage if you want unused prints returned. All entries are considered for use elsewhere in the magazine. Send them to the attention of the Columns Editor, MODERN PHOTOGRAPHY, 33 West 60th St., New York 23, N. Y.

THIRD PRIZE $10. There's often more than one way to look at an abstract. How do you like this playful shadow turned on its left side? Eugene Tulchin, of Brooklyn, N. Y., shot down on marble floor with Leica, f/8 and 1/100 sec.

"I tried it myself"

THIRD PRIZE $10. Facing lights on the horizon of her performance, circus twirler unconsciously posed for Joseph Nettis, Philadelphia, Pa. He opened Rollei lens to f/3.5, exposed Super-XX at 1/10.

THIRD PRIZE $10. By cropping close, Dr. Irving J. Stein, of New York, N. Y., eliminated a busy background world and concentrated on the gentle feeling between man and boy. Contax III, Plus-X film, f/4. Shutter speed information was not given.

MODERN PHOTOGRAPHY'S MONTHLY CONTEST

FIRST PRIZE $25

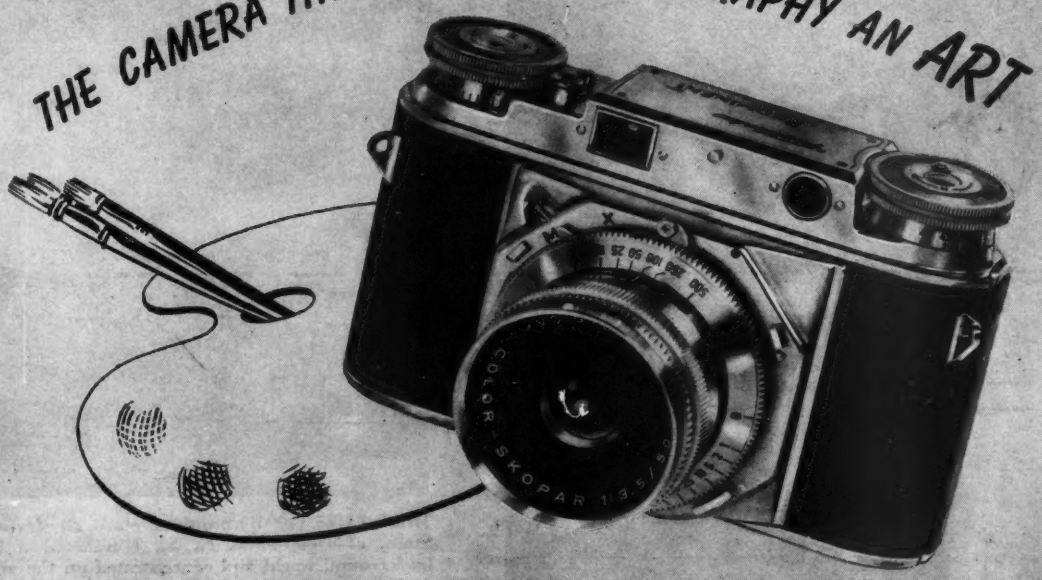
SECOND PRIZE $15

THIRD PRIZES $10

◁ **$25 FIRST PRIZE.** Many months passed before New York's Minetta St. was wet, dark and car-less for Saul Moskowitz, of Brooklyn. When it finally happened, he was on hand with his Exakta, Super-XX; exposure f/2 and ½.

SECOND PRIZE $15. A "Bucket Ballet" at the University of Mexico, Mexico City, is even more intriguing when you view it upside down. Carol Safer, of St. Paul, Minn., shot in available light, Rolleicord, Plus-X, f/8 and 1/50. ▷

THE CAMERA THAT MAKES PHOTOGRAPHY AN ART



Voigtländer 35mm

PROMINENT

The PROMINENT, as you know, is one of the world's great 35mm cameras with such outstanding features as coupled viewfinder and rangefinder with single eyepiece. M-X Synchro-Compur shutter with speeds from 1 to 1-500th second. Fully synchronized at all speeds for all bulbs and strobe. Provisions for changing partly exposed film from black-and-white or color and vice versa, and many other advantages, including the finest precision workmanship.

With COLOR SKOPAR f3.5 lens $157.50

With ULTRON f.2 lens $220.

With NOKTON f1.5 lens $270.

Flash Case $29.95

35mm SKOPARON f3.5 wide angle lens ...$99.50

100mm DYNARON f4.5 Telephoto lens $89.50

Voigtländer

VOIGTLANDER

because the lens is so good

WILLOUGHBYS 110 West 32nd Street, New York 1, N. Y.

KODAK STEREO

(*Continued from page 42*)

and for electronic flash at all speeds. Standard Kodak flashguns, one a model that uses regular batteries, the other a BC unit, can be attached to the camera by a bracket and the tripod socket. Both provide for use of an extra extension flash. The flash outlet itself is a standard A.S.A. bayonet type located on the left side of the camera. It's covered with a cap when not in use.

The well designed leather field case available for the Kodak Stereo Camera ($9.50) neither adds much bulk to the camera, nor interferes with normal camera operation. Snap buttons permit removal of the front portion of the case.

No stereo camera is completely successful unless a good stereo viewer is used. Kodak has two very fine ones. The first, the Kodaslide Stereo Viewer Model ($12.75) is battery operated. An accessory converts it for use on household current. The Kodaslide Stereo Model II ($23.75) is a deluxe job with cemented doublet achromatic lenses. It's operated from household current. Brightness is controlled by twisting a rheostat button. Batteries can also be used with this viewer. Both models have focusing and interocular adjustment.

Producing stereo cameras and equipment isn't exactly new to Eastman Kodak Co. Long before most of the other American stereo camera manufacturers were in knee pants, Kodak was turning out stereo equipment. That was in the early 1900s. It's good news for all the stereo fans that Kodak definitely hasn't lost the touch.—THE END.

STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946 (Title 39, United States Code, Section 233) showing the ownership, management, and circulation of Modern Photography published monthly at New York, N Y. for October 1, 1954.

1. The names and addresses of the publisher, editor, managing editor and business manager are: Publisher Everett Gellert, 14 Pasture Lane, Roslyn Heights, L. I., N. Y.; Editor, Augustus Wolfman, 592 E. 91st St., Brooklyn 36, N. Y.; Managing Editor, John Wolbarst, 155 East 91st St., New York 28, N. Y.; Business Manager, Martin E. Siegel, 64-55 Cloverdale Blvd., Bayside, L. I., N. Y.

2. The owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual member, must be given.) Photography Publishing Corp., 33 West 60th St., New York 23, N. Y.; Everett Gellert, 14 Pasture Lane, Roslyn Heights, L. I., N. Y.; Augustus Wolfman, 592 E. 91st St., Brooklyn 36, N. Y.; Martin E. Siegel, 64-55 Cloverdale Blvd., Bayside, L. I., N. Y.

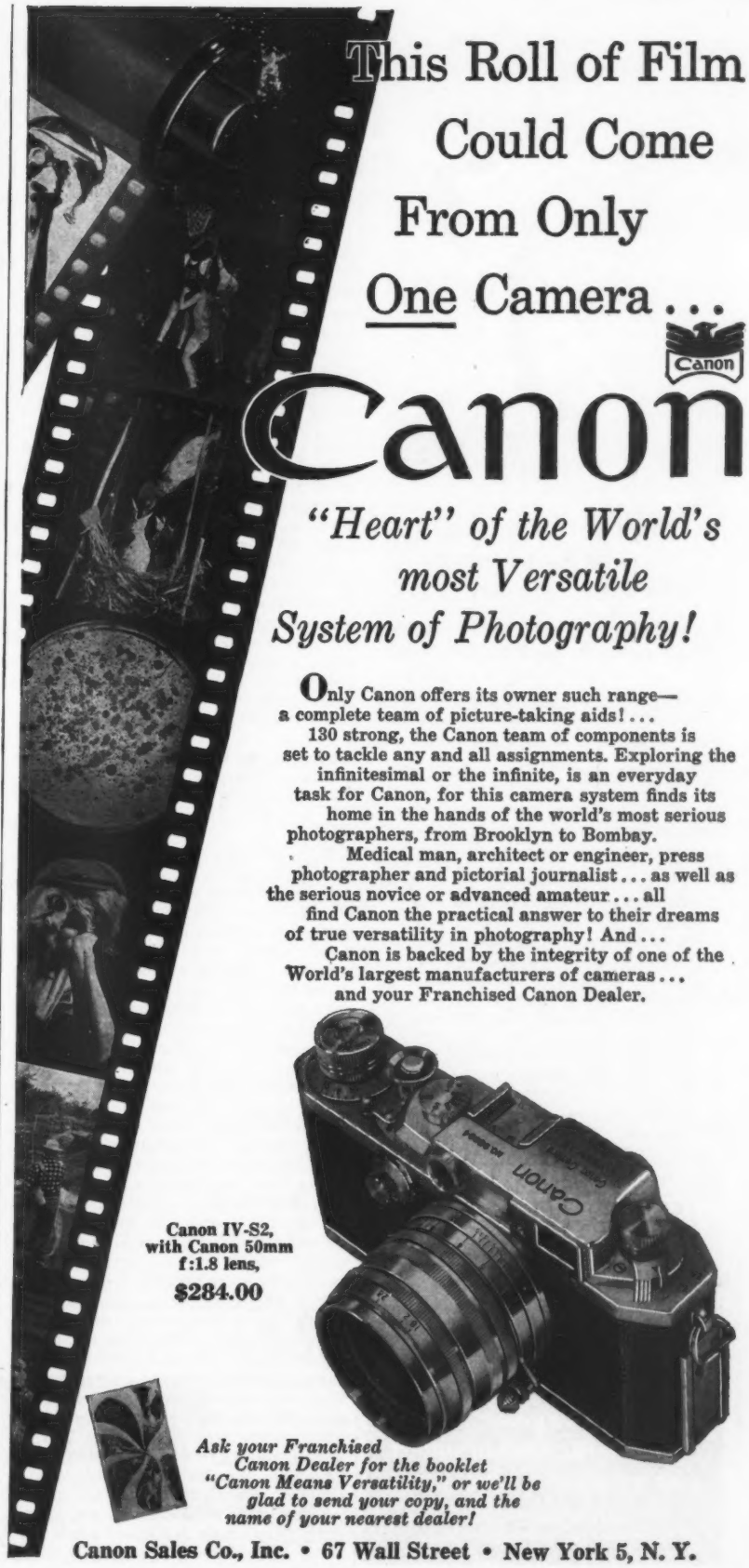
3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: (This information is required from daily, weekly, semiweekly, and triweekly newspapers only.)

Martin E. Siegel
(Signature of business manager.)

Sworn to and subscribed before me this 17th day of August, 1954. John F. Flanagan, Notary Public (State of N. Y.) No. 196, qualified in Putnam County. Certificate filed with Putnam County. (My commission expires March 30, 1956.)



you're LICKED before you start

if the color transmittance of your filter is substandard!

Sad truth about shooting color – there's virtually *no* margin for error. With black-and-white you have exposure latitude galore. But with color, brother, you've got to be right! How *can* you be, if your filter transmittance is wrong to begin with?

Give yourself an even break! Begin with an ENTECO Filter. Get perfect color transmittance *first*. From there on in, *you're* master of the situation. *Here's proof that no other filter matches the precise transmittance of an ENTECO Filter:*

We asked a leading Testing Laboratory to plot transmittance curves on three Type A (85) filters, each of which was made by one of the leading filter manufacturers. The transmittance curves of the filters thus obtained were compared with the published transmittance standard established by a leading film manufacturer. The figures below, reflect the average approximation of respective curves to the published standard.*

**Electrical Testing Laboratories, Inc.*

Manufacturer	Filter	Average Transmittance
ENTECO	Type A	99.7%
Manufacturer Y	Type A	91.5%
Manufacturer Z	Type A	72.5%

Say ENTECO! The cost is so little, you might as well have the best.

NEW DATA SHEETS – entire set is yours **ABSOLUTELY FREE!** Up-to-the-minute, complete information on Filters, Lens Attachments, Polarizers. Write today.

Enteco MANUFACTURES AMERICA'S LARGEST AND MOST COMPLETE RANGE OF ADAPTER RINGS & LENS HOODS

ENTECO INDUSTRIES, INC.
610 Kosciusko St., Brooklyn 21, N. Y.

new photo books

MY BELOVED EXAKTA, by Heinz Müller-Brunke. 120 pages. Variety Books. Price $5.

America has salonists and England has salonists. But Germany has always nurtured her own particular graveyard of pictorial photography. Since the early thirties, German photographers have been turning out technically perfect, but aesthetically and creatively dead photographs of healthy frauleins, and children in fields of flowers, kind old grandmothers in lace shawls, stubby-legged mountain climbers in alpine shorts and the like. And there is nothing, just nothing wrong with the subjects either. It's the photographer's constant plodding, generally maudlin ever-leaden treatment. The viewer gets a burning desire to take the subjects from the pictures and remove the cobwebs and dust.

Herr Müller-Brunke, a splendid technician, has proven conclusively in this volume that it doesn't really matter which camera you use. You can turn out the same deadly pictures with an Exakta. It's too bad, because a really good picture book of photographs made with this remarkably versatile camera was sorely needed.—H. K.

HOSPITAL AT WORK, published for the Middlesex Hospital, London, England. Photography by Derek Adkins. Max Parrish and Co., Ltd., London. 48 pages. Price $1.

Here, in a series of straightforward picture stories is a glimpse into the daily activities of a busy London teaching hospital. The documentation is neither sensational nor gory, for the book's intent is to show the way in which a modern hospital staff goes about its duties as a matter of course, with calm and competence.

However, in establishing this record photographically, Mr. Adkins seems to have thrown away his lines. The subject matter is prodigious, but often the pictures are ineffectual and posed. Undoubtedly many *were* posed. Or at least, warned that a shutter was about to be released, the models may have frozen like deer before a hunter's gun.

Perhaps if Mr. Adkins had varied his camera angles and distance from the subjects, and had been more of an unseen reporter, the pictures would have been more spirited.

For the most part, the chapters briefly trace the history of patients in for treatment. Other pages are devoted to the workings behind the medical scene: here are the engineers and there the housekeepers who are responsible for the physical functioning of the hospital.

Incidentally, it's of interest to note the following statistic, divulged in a caption, about the Middlesex photographic staff whose duties are apparently very much full time: some 6,000

(*Continued on page 50*)

the 3" f:2.5 *Kinotel*

A superior performer, as are all fifteen members of the Kinotel-Kinotar family... America's largest selling line of accessory 8mm and 16mm lenses.

$42.50

THE WORLD'S MOST POPULAR TWINLENS REFLEX CAMERA

Ask your dealer to show you the 2¼ x 2¼ Ricohflex with the 35mm color film adapter.

PHOTOGRAPHIC IMPORTING AND DISTRIBUTING CORP.
P.O. Box 117, Bowling Green Sta., N.Y. 4, N.Y.

NOTHING **FREE** BUT PLENTY OF **BARGAINS**

mitchell camera stores, inc.

EXAKTA VX

The finest single-lens reflex camera made. Fully synchronized for flash and strobe. Waist level finder.

$179.50 USED

F:2 BIOTAR PRE-SET DIAPHRAGM

CONTAFLEX
A Terrific Buy!

New single-lens reflex camera from Zeiss. Built-in rangefinder, automatic diaphragm.

$110.00 USED

F:2.8 TESSAR

LEICA IIIF

The very latest "Red Dial" model with fully synchronized shutter, speeds for 1 sec. to 1/1000 sec., built-in rangefinder.

$199.50 USED

F:2 SUMMICRON

CONTAX D

The newest model single-lens reflex. Has eye-level and finder, fully synchronized, and built-in self timer. Shutter speeds to 1/1000 sec.

F:2 BIOTAR PRE-SET DIAPHRAGM

$147.95

Write for FREE Price List

CONTAX IIA

Latest model, fully synchronized speeds to 1/1000 sec. F:2 SONNAR CTD. LENS. **USED**

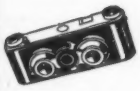
$189.00

CONTAX IIIA

Latest model, fully synchronized, speeds for 1 sec. to 1/1250 sec. F:1.5 SONNAR COATED LENS, built-in exposure meter. **USED**

$267.50

ILOCA STEREO
BRAND NEW



terrific bargain. Has matched F:3.5 ctd. lenses, built-in synch. All metal.

Reg. $125.00

MITCHELL SPECIAL **$67.95**

CASE $9.95

RETINA IIA

Kodak's automatic 35mm camera with

- X-M Synchronization
- Compur Rapid Shutter
- Coupled Rangefinder
- F:2 Coated Xenar Lens

USED

$79.50

CASE $9.95

SAVE 50% Brand New

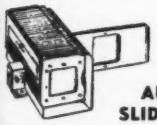
REFLEKTA I OUTFIT
Twin-Lens Reflex

- Precision German Import
- Ctd. F:3.5 lenses
- Built-in Synch.
- Metal Construction
- Complete with CASE & BC FLASHGUN

$27.95 ONLY

Reg. $55.35

Convert Your Slide Projector



SAVE ON BRAND NEW AIREQUIPT AUTOMATIC SLIDE CHANGER

Newest way to store and show slides! For 2x2 projectors, fits AMPRO, ARGUS, KODAK, SVE, TDC, VIEWLEX, SKAN, BRUMBERGER. Complete with mag. of 36 slides and adapter. Specify projector model.

Reg. $14.95 **$11.50**

Mag. $1.85

SENSATIONAL VALUE
WELTAX

Roll Film Camera BRAND NEW

F:3.5 Coated lens Built-in Synch. 2¼ x 2¼ and 15/8 x 2¼. Compares to cameras selling for twice the price.

$29.95

PRAKTICA FX

Brand New

A terrific buy of one of the best single-lens reflex cameras. This is the newest model with F2.8 TESSAR and PRE-SET DIAPHRAGM. Fully synched.

Brand New REG. $164.00 **$79.50**

MINI-REX II EXPOSURE METER

FOR STILL & MOTION PICTURE HIGH QUALITY PHOTO-ELECTRIC CELL

Now Only **$9.95**

$17.00 VALUE

Case $2.00 Metal Neck Chain $1.75

NOW IS THE TIME TO BUY THAT LENS!

STILL

LEITZ SUMMARON 3.5 cm F3.5 L.N.	$67.50
LEITZ ELMAR 9cm F4 Chrome L.N.	62.50
LEITZ HEKTOR 1.35cm F4.5 Chrome L.N.	99.50
ZEISS BIOGAN 35mm F2.8 L.N.	99.50
ZEISS SONNAR 85mm F2 L.N.	99.95
ZEISS SONNAR 135mm F4 L.N.	92.50
SUN 90mm F4 CPLD FOR LEICA	44.95
ALBINAR 135mm F4.5	39.95
COLINAR 135mm F3.8 FOR LEICA	46.95
SUN 90mm F4 FOR CONTAX D, EXAKTA & PRACTICA	31.95
SUN 135mm F3.8 FOR CONTAX D, EXAKTA & PRACTICA	37.95
TRAVENAR 135mm F3.5 FOR CONTAX D, EXAKTA & PRACTICA	69.95

MOVIE 8MM

7mm F2.5 W.A.	$21.95
6.5mm F1.9 8 ELEMENT W.A. RETROFOCUS	32.95
1½" F3.2 FOCUS MT.	10.75
1½" F2.9 FOCUS MT.	12.95
1½" F2.5 FOCUS MT.	15.99
1½" F1.9 FOCUS MT.	23.25

16MM

17mm F2.7 W.A.	24.45
3" F3.5 FOCUSING	22.75
3" F2.5 FOCUSING	29.75
3" F1.9 FOCUSING	34.95

WE HAVE THE LATEST

Rolleiflex 2.8c

Leica M3

Polaroid Highlander

and all other models of the very latest in cameras and equipment. WRITE FOR INFORMATION AND PRICES

ZOOM FINDER

FOR LEICA, CONTAX, PRAKTICA, PRAKTIFLEX, etc.

From 28mm to 135mm

$19.95

More Protection For You

- 30-Day Free Trial
- 2-Year Written Guarantee
- 5-Year Service Guarantee

XMAS LAY-AWAY PLAN

Buy Now! Pay Later! A 10% Deposit will hold any item for you now—delivery in time for Xmas.

mitchell camera stores, inc.

127 WEST 50th STREET, NEW YORK 19, N. Y., PL 7-6812

Write for our new catalog. C.O.D., please send 10% deposit. Include postage on all prepaid order, excess refunded.

Why Gamble?

Take an "inside tip" from America's foremost professionals — the men with "know-how"—place your reliance upon PRACO Flash Guns. PRACO DESIGN...PRACO PRECISION...PRACO PERFORMANCE renders the most dependable co-operation a unit can give! Creative ingenuity coupled with advanced engineering and production—*all in our own plant!* — produces a quality standard without equal! Best of all, they're priced right!

SEE THESE PRACO UNITS

DUO-FLECTOR, adjustable for standard and midget bulbs without adapter $14.25

BC COMPRESSO FLASH. 3 way, plastic shield. Operates for years on battery. Complete with BC Battery $9.85

"FLASH FOR FUN" and catalog on request.

YOU CAN TELL THE DIFFERENCE ... IN A FLASH!

Praco PHOTO PRODUCTS CO. INC.

2288 AMSTERDAM AVENUE, NEW YORK 33, N. Y.

NEW PHOTO BOOKS

(*Continued from page 48*)

photographs are turned out per week!

It would well be worth anyone's time to investigate this book. It is both informative and unpretentious. Although one can quarrel with the camera techniques, in many ways the pictures do a more than adequate—if undramatic—job.—D.J.

CALIFORNIA AS A PLACE TO LIVE, by John A. Crow, 246 pages, over 40 photographs, Charles Scribner's Sons, New York. Price, $5.00.

This is a Baedeker that tells the errant and/or migrant what's going on in Mecca. John Crow sums up the living situation in California today and includes a lot of practical information about the state's history, climate, cities, geography, standard of living, farming possibilities, educational developments and employment opportunities.

The photographs are unexciting. Unfortunately they do not relay the wonders of California as Mr. Crow describes them. Only one illustration—the last one in the book—could possibly lure this reviewer across a continent.

—D. J.

THE AIRBRUSH TECHNIQUE OF PHOTOGRAPHIC RETOUCHING, by Walter S. King and Alfred L. Slade. 115 pages, many illustrations. Spiral binding. The Macmillan Co. Price $9.50.

This volume is well outside the scope of most photographers, professionals or amateurs. As a textbook to accompany a course on airbrush retouching, the information may be of use. Unfortunately, the illustrations used as examples of retouched photographs, before and afterwards, are extremely poor.—H. K.

UNDERWATER PHOTOGRAPHY, by Hilbert Schenck, Jr. and Henry Kendall. 128 pages, illustrated, indexed. Cornell Maritime Press, Cambridge, Md. Price, $3.

A good book on underwater photography was urgently needed, and this one adequately covers the subject. There is no photographer who would not profit from the reading of this book. For those about to take their first underwater picture it is a *must*. To those who feel more experienced it will give a good basic technical background to work with. The section dealing with underwater color filters is technically correct but would frighten most prospective underwater photographers. There are underwater color filters on the market that satisfactorily correct underwater color up to 35 or 40 feet through water. ("Through" means from surface to object to camera.) The authors' advice on electronic flash lighting is correct but premature as there is little underwater electronic flash available.

At the present time this book stands alone in this country as the source of information on underwater photography. To obtain as much, you would have to read the entire bibliography

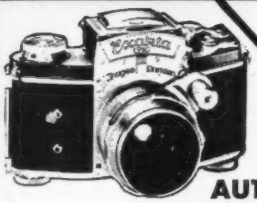
(*Continued on page 112*)

4 MIGHTY MINICAMS!

TRADE your old style equipment for one of these new cameras — you'll be surprised at our liberal trade-in plan!

Sid Klein

FOR THAT LIGHT TOUCH IT'S THE MIGHTY LIGHT!



AUTOMATIC EXAKTA V X

The world's Finest Single lense Reflex — fully automatic —

50mm F2.8 Westenar.....$239.50
50mm F1.9 Automatic Xenon.....$341.70
SAVE 25% on EXACTA with F3.5 Preset Tessar, Regularly $225.00
Our sale price $169.00

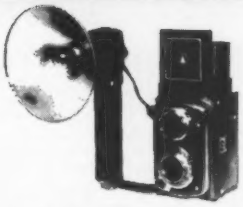
AUTOMATIC PENTACON

Eye level prism finder — unexcelled for sharp, brilliant pictures. A precision instrument.

50MM F2 Fully Automatic Westagon $259.50
SAVE 25% ON PENTAGON WITH COATED F.2 Westagon, Regular $229.00
Our sale price $159.00

SPEEDLIGHTS!

The LIGHTEST—Weighs only 8 ozs. MOST COMPACT —7" High, same size as standard Battery Case. The BATTERY PACK weighs 18 ozs., 1⅜" thick by 5¼" sq. belt clip and shoulder strap.



(Rejuvenator supplied free of charge prolongs life of batteries 100%)

MIGHTY LIGHT REGULAR — Daylight Kodachrome Guide #28 B & W guide #110-150. 2,000 flashes on set of batteries.

MIGHTY LIGHT Reg. with A.C. only $49.50
MIGHTY LIGHT with battery only 69.95
Combination, plus Rejuvenator 84.95

MIGHTY LIGHT DE LUXE—Kodachrome Guide #35-40 Black and White guide #160-200. Only 4" longer and weighs 4 ozs. more than regular unit. 1,000 flashes on set of batteries.

MIHTY LIGHT DE LUXE w. AC $69.96
DE LUXE with battery pack 84.95
Combination, plus Rejuvenator 99.95

MIGHTY LIGHT CLOSE-UP RING..$39.95

For SHADOWLESS lighting, perfect COLOR Rendition, within inches of subject. Fits around lens of camera using Ser. V or VI adapter ring. Use Daylight Kodachrome, no filters, expose at F/22 at 4 inches, or F/8 at 12 inches.

NIKON

The outstanding value in Range Finder type 35mm cameras—with the famous unsurpassed NIKKOR F2 lens .. **$269.00**
SAVE $60.00
With F1.4 Lens.. $299.00

MINOX 111-S

World's smallest precision camera—F3.5 coated 4-element lens — fully automatic—½ to 1/1000 sec. T & B —easy cartridge loading—internal Sync!

Leather case and measuring chaing **$139.50**

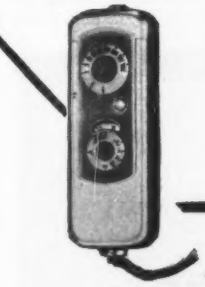
Sid's FEATURE "BUYS"

BRAND NEW

EXAKTA 'VX' 50mm F1.5 Preset ANGENIEUX, Regular $369.50
SALE $269.50
Same with 75mm F1.9 Preset PRIMOPLAN, Regular $299.50
SALE $224.50

USED SPECIALS

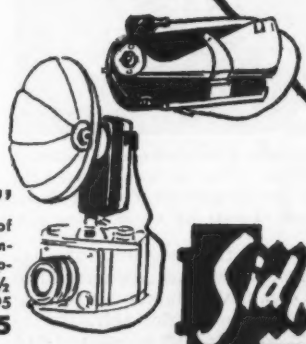
Kodak Bantam Spec. F2 Ektar w.c...$	69.50
Kodak Retina 11, ctd F2, w.c.....	77.50
KARDON, ctd F2 Ektar w.c.	89.50
PROMINENT, F2 Ultron w.c.	139.50
Leica 3c, ctd F2 Summitar	139.50
CIROFLEX, ctd F3.5	34.50
Kodak Reflex 1, ctd F3.5, w.c.	44.50
Conteissa, ctd F2.8 Tess. w.c.	84.50
Super Ikonta BX, F2.8 Tess. Synch.	109.50
2¼x3¼ Anniv. Sp. Graphic, F4.5 Kal. RF, w. Flash	69.50



FLASH SPECIAL!

Samoca "POCKET FLASH"

Folds like a fan—about as big as a package of King size smokes — built in ASA exposure computer—automatic bulb ejector—fits all shutter couplings—matte surface reflector, leather case, 22½ volt battery, regular $14.95
Sid Klein's feature offer **$9.95**



We Have It!

No matter what it is, SID KLEIN has it . . . and with our "long shot" trade-in allowances, you get precisely the equipment you want "for less"—Let us know what you want and what you have to trade, and get our liberal offer.

Sid Klein

7916 Beverly Blva. (At Fairfax)
Los Angeles 48, Calif.

THIS IS HOW

Tiffen®

POLAROID®

Genuine Guaranteed-for-Life

LIGHT POLARIZING FILTERS

MAKE THE DIFFERENCE

No other filter does so much with color *and* black and white shots. It's truly the universal filter — the one and only filter that *always* improves every subject . . . taken with any filter . . . every time! Can be used in combination with any color or black & white filter or close-up lens you would normally use.

YOU SEE THE RESULTS BEFORE YOU SHOOT

Without FILTER

With FILTER

Without the Tiffen Polaroid® Filter, the window reflects the building across the street from it, completely hiding the person behind it.

All the detail and true surface texture are retained by simply using a Tiffen Polaroid® Filter.

OUTDOOR SHOTS

Darkens blue skies, brings out white clouds. The only filter that effectively "cuts-thru" haze, creates brilliant skies without diluting COLOR of surrounding foliage, etc. Essential for COLOR and Black and White films.

PHOTO THRU GLASS

Eliminates glare caused by surface reflections. The only filter that permits photography in COLOR or Black and White through glass, as if there were no glass interrupting the view at all.

WATER REFLECTIONS

Sunlight on water obscures detail with a patch of white glare. The only filter that brings out all surface and sub-surface detail, rendering true COLOR values.

COLOR and TEXTURE

Glaring light hides texture, dilutes color of marble, furniture, wet streets, paintings, fabric, foliage, etc. The only filter that renders surface detail of non-metallic objects, free of reflected glare.

PRICES

Series #C	$3.50	Series #6	$5.50
Series #4	3.50	Series #7	7.00
Series #5	5.00	Series #8	10.50
Series #9	$13.50		

For the story of TIFFEN POLAROID, and other FILTERS & LENS ACCESSORIES, write to:

Tiffen MARKETING CO.

617-621 SACKETT STREET BROOKLYN 17, N. Y.

POLAROID by POLAROID CORPORATION

modern STEREO

BY TOMMY THOMAS

Vertical mounting control is a useful tool although few people know about it.

Last month we went into the intricacies of special stereo mounting . . . with the emphasis on the control possible by the shifting, horizontally, of the two pieces of stereo-mounted film. As a further development, let's examine the possibilities of vertical control. Although this does not have the stereo "windowing" potential which horizontal control gives you, you should learn to use it as a tool toward better mounting.

When do you use vertical control in mounting? Sometimes at the top of a scene, or, more often, at the bottom, something is partially missing . . . actually recorded on the film but hidden behind the stereo mask. Maybe it's a full-length photo of a person whose feet appear "chopped off." Think back a moment and you'll realize that every once in a while you've come across something of this nature—some little thing that marred the ultimate composition of the stereo.

Then there's the instance when an irrelevant object or person in the foreground is included in the picture by mistake, as in photo 1, for example. Here's a pleasant scenic of colorful Fisherman's Wharf in San Francisco that first appeared "unusable" because of the blurred image of a person's head

1. Sometimes you'll have an unwanted "something" (like the top of this bald head) in the foreground. You can eliminate such objects by vertical control.

(*see arrow*) in the foreground. The extreme closeness of this unwanted head made it completely impossible to view the stereo slide comfortably. Fortunately, it was possible to hand-mount this slide so that the bothersome head was completely eliminated. It was merely a matter of trimming off equal slivers of film at the *bottom* of the two pieces of film (below the perforations) and sliding the films down in the mount. The sides of the mount held the films parallel so they wouldn't rotate out of "synchronized" stereo, and cellophane tape held the film in exact position once it was determined. When making vertical adjustments in your stereo slides, both pieces of film are moved exactly the same distance (whether up or down). Never one more than the other.

2. Regard the stereo window as an integral part of the scene, even to the extent of sometimes posing your subject on the "sill" itself (see text).

Although these techniques of slide-mounting-control are used often as a corrective medium (as brought out in detail last month), it's only the beginning of their usefulness. As a suggestion toward further possibilities, examine photo 2, where we have Snoka Thordarson apparently seated in one corner of the mount itself. Beyond her is a sheer drop to the beautiful Monterey Bay and scenery below. The effect, in stereo, is quite outstanding . . . and was accomplished by posing Snoka on a wooden plank set up near the edge of a cliff overlooking the scenery. The board itself was horizontally parallel to, and just a bit above, the bottom edge of the viewfinder scene. The unmounted film actually includes part of the wooden plank visible below the girl, and also a portion of the scenery to the left of the girl; but this was concealed through the delicate use of hand-mounting. Both horizontal and vertical control were used: horizontal

(*Continued on page 54*)

News about Stereo Realist

by
T. SILAER

The Plus Values of a Realist

The other day several of us were comparing our vacation stereo shots. After a while one of the group whipped out a magnificent 11" x 14" color print that had a familiar look about it and said, "Not to change the subject, but how do you like this?" The print passed from hand to hand and we all agreed it was a "honey."

"Say," said one of the boys, "I've seen that shot before but I can't remember where!" Our friend snapped a stereo slide into his viewer and handed it over . . . and there it was—the identical scene in full 3-D.

An Extra Dividend from Your Realist

All of which brought home the point that we take for granted the wonderful job a Realist does in strictly the stereo field. We're not always aware of the fact that those "needle-sharp" transparencies can be used to produce some of the most sparkling color prints you ever saw.

Actually, you can expect all the color fidelity and detailed sharpness from a Realist transparency that you would find in one made with the finest of 35 mm cameras. That is to be expected, of course, because any lens fine enough to go into a Realist would naturally come up with beautiful transparencies.

Another Bonus

By the same token, any Realist transparency will make sparkling black and white enlargements. The dye images of the transparency will stand big blow-ups because there is no grain structure as there is in black and white film. Any commercial finisher can make this kind of a blow-up without in any way affecting your original transparency.

America's First Choice

Remember this . . . basically the Realist is designed to produce stereo transparencies par excellence! The fact that you get the extra bonuses is because the same photographic processes which are used to produce a stereo slide also lend themselves to color and black and white prints.

Prove this to yourself . . . borrow a Realist from your dealer for a weekend . . . try it out and convince yourself that you can score 100% on your first roll of film. All loaner cameras are insured and there is no charge except for the film.

Advertisement

tops THE FIELD FOR QUALITY

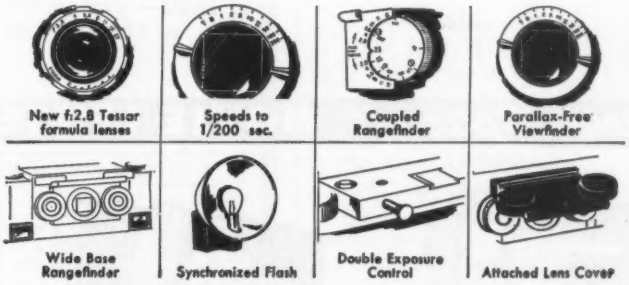
SUPER REALIST

the new Model ST-42 with f:2.8 lenses

Here is truly the Super Realist . . . a camera endowed with a heritage of a half century of experience in producing the world's finest engineering optical instruments . . . plus more than 100,000 ST-41 Realists.

From this background comes the stellar achievement in stereo cameras . . . a set of four element f:2.8 Tessar formula lenses! Beside greater speed, these lenses possess greater definition and resolving power at full aperture than any of the present stereo lens at f:3.5!

See this new Realist at your dealer . . . instantly, you'll see why it's tops for quality.



STEREO Realist

THE PIONEER STEREO CAMERA . . . AMERICA'S FIRST CHOICE!

Stereo Realist Cameras, Viewers, Projectors and Accessories are products of REALIST, INC., 315 West Court St., Milwaukee 12, Wisconsin

A NATURAL FOR THE NEW

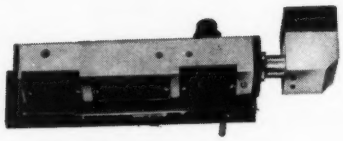
POLAROID Highlander CAMERA

HUGO MEYER POCKET RANGE FINDER

- MATCHING COLOR FINISH
- CLIPS ON DIRECTLY
- FITS SNUGLY IN CASE
- FOCUSING SCALE OF LENS AND RANGE FINDER ARE SAME

MEYER POCKET RANGEFINDER $9.90

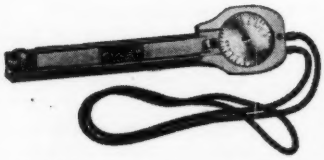
POCKET — for roll film and movie cameras $9.90



CAM-COUPLED — for press cameras $28.50

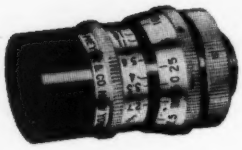
• New! Magnifying Eye-piece $3.00

POCKET STEREO for viewing prints in 3D . . . $4.80

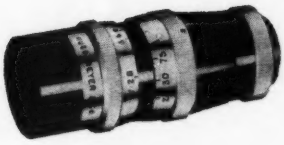


6" FIELD — extreme accuracy to 100 feet $32.50

Meyer-Opticraft MOVIE LENSES



½" f:2.7 Trioplan 8mm 3X telephoto . . . $39.00



3" f:2.8 Trioplan 16 mm 3X telephoto . . . $58.00

Complete facilities for repairing, coating and checking lenses of all types and makes

Meyer-Opticraft INC.

39 W. 60th St., New York 23, N.Y.

MODERN STEREO

(*Continued from page 52*)

control "moved the girl through space" until she was exactly even with the stereo window and apparently leaning against the left side (as explained last month), and vertical control lowered the girl's image so that the entire lower portion of her seemed actually resting on the frame itself. The arrows in the illustration show the different points that must be spaced even with the edges of the mount . . . *they all must be located exactly the same in both frames, left and right.*

This type of hand-mounting, wherein both types of control are used together, involves a bit of juggling and remounting, but the effort involved in mastering the technique will be returned to you many-fold.

Special stereo windows

You are now ready to start some ambitious experimenting along lines that have been more or less inaccessible before. Avenues of thinking have been opened up (with the previous two columns) that will permit your imagination to start roaming around.

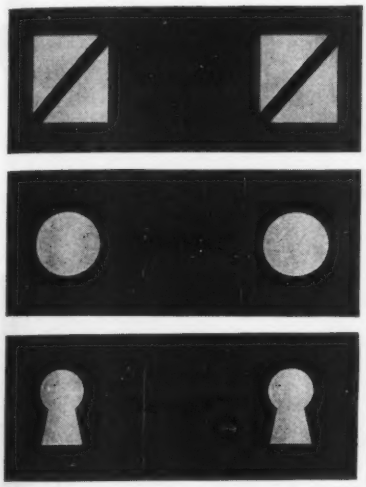
Instead of restricting yourself to the regular "nearly-square" format 100 percent of the time, branch out a bit with special formats of your own design. Use a round porthole to frame a seascape . . . a keyhole to prepare people for a candid shot . . . or maybe you'd like to divide a scene in two diagonally so you can combine two separate scenes in one. Photo 3 has lovely movie actress Debbie Reynolds framed behind an appropriate star.

3. Keep your designs appropriate, like star framing actress Debbie Reynolds.

Making especially designed windows for your stereos, when not overdone, can put emphasis on some of your stereo favorites . . . or it can even be used to conceal the faults of others. It's not too difficult to do either, being mostly a matter of cutting out thin black-paper masks and incorporating them into your regular mounts.

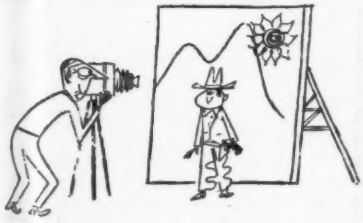
This is the approach: pick out a design for your window that will be immediately identified with your subject (you shouldn't have to *explain* what it is). Keep it simple, so that you can cut

it out easily. Using a very sharp, thin razor blade, and stiff, black paper or card stock, *folded over double,* cut out your designs both at once (one each for each of the mount openings: left and right). They will have to match each other exactly. Keep the maximum size of your design just a bit smaller than the frame-opening of the mount that you are using. Then fit each of your cut-out designs into your regular stereo mount. (Use the size mount —close-up, medium or normal/distant —that corresponds with your subject distance.) Tape each of the black paper cut-outs on the back side of the mount, with each of the designs centered *exactly* within the regular open-



Occasionally you may wish to design your own stereo-window format to place special emphasis on a favorite slide.

ing of the mount (when seen from the front). This exact centering is important so your newly designed "replacement window" will be exactly at the same distance in space as was the former window. Also, be very sure that the two separate designs are "lined up" perfectly, one with the other. The slightest bit of rotation of one will make stereo viewing uncomfortable. Check this by viewing the completed empty mount before you proceed to the mounting of the film. Then all you have to do is insert your stereo film in the altered mounts and your slide is finished. Of course, after all this "work," you had better mount it in glass for best protection.—THE END



WALL ST. Camera Exch.

"SHOP AND SWAP CAMERA CENTER"

WSC EXCH.

80 WALL STREET
NEW YORK 5, N. Y.

"WALL trades ALL!"

"Trade-in" is our business. Anything photographic has $$$$ value at "Wall".

WE GIVE YOU

HERE ARE A FEW SAMPLES OF LOW COST TRADE-INS

New Model Exakta VX.....$59.00 + Your Exakta V
New Model Exakta VX.....$98.50 + Your Exakta 1 or 2
New Model Exakta VX..$99.00 + Your Exa
New Model Exakta VX..$39.50 + Your Leica 3F
New Model Exakta VX..$39.50 + Your Contax 2A
New Model Exakta VX..$89.00 + Your Contax 2 or 3
New Model Exakta VX..$78.50 + Your Contax D
New Model Exakta VX..$99.00 + Your Practica FX
Leica 3F .....$78.00 + Your Leica 3C
Contax 3A .....$59.00 + Your Contax 2A
Contax D .....$57.50 + Your Contax S
Pentacon .....$79.50 + Your Contax D
Rolleicord IV .....$69.00 + Your Rolleicord 3
Rolleiflex 2.8C .....$119.00 + Your Rollei. 3.5 MX
Polaroid Highlander ....$37.50 + Your Pathfinder
Revere B61 .....$59.00 + Your Revere 80
Bell & Howell 134.....$49.00 + Your B&H 220
De Jur Embassy.....$58.50 + Your Citation

ALL STILL & MOVIE CAMERAS & LENSES TRADED.
What Have You? What Do You Need?

EXAKTA SHOPPING CENTER

BRAND NEW w. f3.5 Tessar lens $199.50

EXAKTA

With f1.9 Xenon Automatic Pre-set lens.....$341.70
With f2.8 Westenar Automatic Pre-set lens..... 239.50
With f2 Biotar Pre-set lens 335.00

Automatic f1.9 and f2.8 Lenses

TRADE:
Your old style lens for the new Automatic.

EXTRA HIGH TRADE-IN ALLOWANCE ON ALL USED CAMERAS AND LENSES

SAVE A BUCK DEPARTMENT

• Used, • Like new, • Demonstrators

Leica 3c, f2 ctd. lens..... $99.00
Weston, latest model..... 14.95
Kodak Reflex, f3.5 ctd. Ektar, L.N..... 36.50
Practica, f2.9 ctd. lens..... 29.50
Kine Exakta 1, f3.5 lens..... 59.50
6x6 Exakta, f3.5 ctd. Tessar..... 109.00
Bolsey B2, f3.2 ctd. lens, Synchro..... 27.50
Leitz VIII-S Projector..... 64.50
Sunlite Strobe Flash..... 42.50
Brown Hobby Strobe Flash..... 69.50
Harwood Econo Flash Strobe..... 29.50
Sixti Exposure Meter..... 15.95
Cine Kodak, 8mm, f1.9 lens..... 79.50
Revere 8mm Projector, "85", used..... 79.50

LEICA, CONTAX, CANON, NIKON LENSES

	List Price	Used
28mm f3.5 Angenieux wide angle	$120.00	$84.50
28mm f3.5 Serenar wide angle	134.00	72.00
35mm f2.8 Zeiss wide angle	183.00	89.00
35mm f2.5 Angenieux wide angle	99.50	72.00
35mm f3.5 Summaron wide angle	96.00	59.00
35mm f3.5 Nikkor wide angle	97.50	58.00
35mm f3.5 Japanese for Leica, Canon	89.50	39.75
75mm f1.5 Biotar for Contax IIA, IIIA	297.50	149.00
85mm f2 Zeiss Sonnar for Contax IIA, IIIA	248.00	105.00
85mm f2 Nikkor	178.00	95.00
85mm f1.5 Leitz Summarex	360.00	229.00
85mm f2.8 Steinheil for Leica, Canon	89.00	48.50
90mm f1.8 Angenieux Ultra-Speed	149.50	112.00
90mm f2.5 Angenieux	84.50	64.00
90mm f4 Leitz Elmar	90.00	54.00
90mm f4 Sun	79.50	39.50
135mm f4 Zeiss Sonnar for Contax IIA, IIIA	150.00	94.00
135mm f4 Leitz Hektor	135.00	97.00
135mm f4 Steinheil	60.00	38.00

ADD POSTAGE
ALL CAMERAS & LENSES AVAILABLE.

10% DOWN ON TIME PAYMENTS

EXAKTA, PRAKTICA, PENTACON LENSES

WIDE ANGLE LENSES	New	Used
28mm f3.5 Angenieux	$120.00	$ 79.00
35mm f2.5 Angenieux	99.50	64.75
40mm f4.5 Tessar	99.00	59.00
TELEPHOTO LENSES		
75mm f1.5 Zeiss Biotar	$216.00	$119.00
80mm f2.8 Zeiss, Pre-set	150.00	99.00
90mm f1.8 Angenieux	149.50	109.00
105mm f4.5 Telepar	45.00	29.00
135mm f4 Zeiss Triotar	75.00	49.00
165mm f3.5 Zeiss	195.00	125.00
180mm f2.8 Zeiss Pre-set	395.00	229.00
300mm f4 Zeiss Pre-set	495.00	285.00
AUTOMATIC LENSES		
50mm f2.8 Westenar	69.50	.....
50mm f1.9 Xenon	169.50	.....

All Latest Pre-set Lenses Traded for Old Models

NEW STEREO EDIXA

LOWEST PRICE STEREO CAMERA IN ITS CLASS!
• Sharp f3.5 ctd. lenses. • Speeds up to 1/200 sec.
• Flash synchronized. • Standard size stereo pictures.
• Rapid Advance film lever.
only $59.50

the new AUTOMATIC PENTACON
w. f2.8 Automatic Westenar lens..... $249.50
(all other lenses available)

the new AUTOMATIC EXA
w. f2.8 Automatic Westenar lens..... $129.50
(all other lenses available)

"SHOP AND SWAP CAMERA CENTER"

WALL ST. CAMERA EXCH.
80 Wall St., New York 5M, N.Y., Dept. M114

☐ I WANT TO BUY.* Rush best offer on.....
.....
☐ I WANT TO TRADE.* Rush best offer for my
.....
Name .....
Address .....
City/Town .....State.....
☐ Send My Copy of Wall St. Camera News Free!

All our merchandise fully guaranteed 1 year. 10 day return privilege.

NOBODY UNDERSELLS AWON!

ALL FILM ABSOLUTELY 100% FRESH, SAFE & RELIABLE!
COMPARE AWON'S PRICES FOR BIG MONEY-SAVINGS!

FRESH COLOR FILM

This 1955 dated film is in its originally sealed package *fully guaranteed by the manufacturer.* Daylight or Tungsten price includes processing & mounting (35 mm) by m'f'r.

Size Lots of 3—EA.	Kodachrome	World Famous	McGregor Color
8mm x 25' dble. roll	$3.00	$2.80	$2.55
8mm x 25' dble. mag.	3.75	3.65	—
16mm x 50' mag.	5.85	5.55	—
16mm x 100' roll	8.55	8.30	7.40
35mm x 20 exp.	2.70	2.00	2.00
35mm x 36 exp.	4.00	—	3.00

FRESH MOVIE FILM

1955 dated, fast, fine grain, panchromatic ASA 50
Prices include new fast processing service.

8mm x 25' dble. roll $1.10
16mm x 50' mag 1.75
16mm x 100' roll 2.75
16mm x 100' Ansco 2.50
16mm x 100' Kodak Plus X 2.95
16mm x 50' roll, Plus X 1.65
16mm x 100' Kodak Super XX .. 2.75
8mm Mag. B. & W 2.00

BUY SIX . . GET ONE EXTRA FREE

COLOR-FILM MFR. PACKS UNDER AWON LABEL!!!
1956 DATE

Completely FRESH. Price includes Processing. You SAVE BIG MONEY on AWON'S ability to buy and sell in QUANTITY. The PRICE PROVES IT!

8mm x 25' dble. $1.98
3 for $5.75 ..... 6 for $11
35mm x 20 Exp. $1.79
3 for $5.00 ..... 6 for $9.75
16mm x 50' Mag. ..... $5.25 ..... 3 for $15
16mm x 100' Roll ..... $7.25 ..... 3 for $21

FRESH COLOR, 1955 Day. or Tung. 35mm x 28' factory packed, notched and tongued, makes 8-20 exp. Cartridges List $9.95, $7.95

AERO EKTACHROME ASA 100

Shoot color at B&W speeds at a price BELOW the cost of B&W. Made by KODAK.
35mm x 20 exp.—$1.55 ea. 4 for $5.25
35mm x 36 exp.—$2.25 ea.
Processing included.
Buy 6—Get ONE FREE
35mm x 40' BULK $5.35
35mm x 75' BULK $7.95

ANSCO COLOR

35mm x 100', Type 234 Tungsten only $22.00
Same, Type 535 Daylight only $22.50
35mm x 50' Tung. 11.49
35mm x 50' Day. 12.95
35mm x 20 Exp; Metal Cart.; Day. or Tung. ..... $1.20 ..... 6 for $6.00
Outdated ..... 35¢ ea.

35mm CINEKROME

New wonder color neg. film. Day. or Tung.— You get 20 color negatives plus 20 full color transparencies mounted . . . $2.45 ea.—3 for $6.50

35mm Fresh Bulk Negative Safety
Kodak Plus X, Super XX, Kodak Weston 24 or Dupont #1 or #2—100 ft. only ..... $2.50 ea.

35mm x 20 Exp. Cart.
Plus X or Super XX } ..... 6 for $1.50
Tri-X, or Infra Red. } ..... 12 for $2.50

35mm x 36 Exp. Cart.
Weston 12, 24, 50 or 100 ..... 10 for $3.30

SPECIAL! Limited!
B & W—ASA 50 or 100

BULK MOVIE—Weston 50

8mm x 400' dble. ..... $4.95 8mm x 1600' $16.00
Camera spooled . . . No processing
8mm x 100' dble 1.49
8mm x 25' dble (8 x 25) 7 for price of 6! ..... 49¢

C*R*A*Z*Y P*R*I*C*E*S!!!
All 16 x 100' Camera Spooled. But remember! No Processing, and Postage IS Extra!

SIZE	54 Roll Container	27 Roll Container	15 Roll Container
16mm x 25'	$ 8.95	$ 4.95	$ 2.75
16mm x 50'	19.95	10.95	5.95
16mm x 100'	49.50	29.50	17.95

BULK KODACHROME

16mm 100 ft. roll (Kodak Processing Incl.) $5.95
8 x 10 Ansco Color Sheet film, 10/53 ..... 3.95

MAKE YOUR OWN

Save, SAVE, S-A-V-E! Cut your own! . . .
AERO EKTACHROME, WESTON 40
5¼ inch x 20' (Makes 60 sh. of 4 x 5) ..... $ 6.95
9¼ inch x 40' (Makes 48 sh. of 8 x 10) 19.95
DU PONT XF PAN (ASA 64)
Box 25 8 x 10 Sheets 2.95
KODAK TRI-X (ASA 200)
5½" x 26' ..... 98¢
KODAK XX 5½" x 36' 1.75
5½" x 100' 3.85

Special! Movie Film!!
16mm x 100'—B&W ASA 50, proc. incl. $2.25 ea.
8mm x 25' dble. ..... $1.00, Proc. incl.
BUY 6—GET 1 FREE
8mm x 25' dble. on camera spool ASA 100
4 for 1.00

- Weston #50 2¼x3¼ Dover, dtd. 12/53, 24 sh. 49c; 3 for $1.29
- Kod. 4 x 5 Infra Red, 25 sh. ..... 3 for $1.50
- 16mm x 50' mag. O.D. SUPER XX KODAK proc. incl. $3.00
- Cardboard Stereo Mounts 100 for $4.00
- Ansco 35mm Paper Mounts . . . 100 ..... $1.00
- Daylight BULK FILM LOADER & 5 cartridges $4.95
- 35mm 20 Exp. Kodachrome Reloads (Kodak Processing, 75¢) $1.50
- Roll #116, 616, 120, 620, 127, 828 ..... 6 for $1.00

Fast delivery guaranteed! All parcels double-insured! - REPEAT orders handled just as efficiently.
20% DEP. ON ALL C.O.D. PLEASE

Please include postage with all your orders.
20% DISCOUNT on all new cameras, projectors, etc.
Before you buy . . . get our low price . . . write now . . .

AWON FILMS
Dept. M29, 1180 Broadway, New York 1, N. Y.

salon calendar

6TH ANNUAL EXHIBITION OF STEREO PHOTOGRAPHY.
Closes November 13. Exhibit December 4 and 5. Fee, $1 for four stereo color transparencies. For information and entry blanks write Conrad Hodnik, Exhibition Chairman, Lighthouse for the Blind, 3323 West Cermak Road, Chicago 23, Illinois.

TWENTIETH ANNUAL SALON OF PHOTOGRAPHY.
Closes November 19. Exhibit at Des Moines Art Center from December 12 to January 2, 1955. Fee, $2 for four prints. Prints are to be mounted in 16" x 20" white or light colored mounts to hang vertically or horizontally. Any photographic process may be used except hand coloring. For entry blanks write, Twentieth Annual Salon of photography, Henry W. Tyler, P.S.A., Salon Chr., Des Moines Art Center, Des Moines, Iowa.

6TH INTERNATIONAL SALON OF SPORTING PHOTOGRAPHS BY PRESS PHOTOGRAPHERS, THE CLUB ATLETICO PROVINCIAL, ROSARIO, ARGENTINA.
Closes November 30. No entry fee or form necessary. Up to six black and white photographs of "sports in action." Prints should not be mounted and should not exceed 16 inches in length nor be less than 7 inches in width. Written verification of the sender's status as a press photographer must be included with entries. Prizes, first four—cups. Cup for the best set of photographs by same person, minimum 4 photographs.

10TH CHICAGO INTERNATIONAL NATURE PHOTOGRAPHY EXHIBITION.
Closes January 15, 1955. Exhibit February. Fee, $1 for four prints or slides. Write to J. L. Kirkland, 45 W. Monroe St., Chicago 3, Ill.

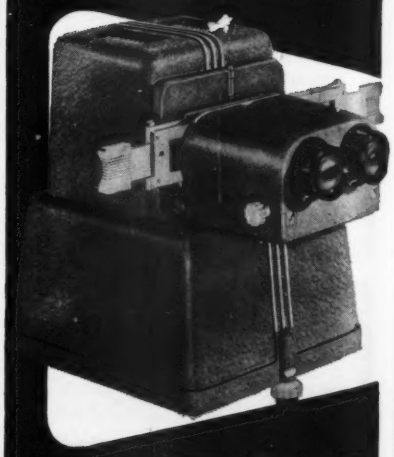
7TH MINNEAPOLIS COLOR SLIDE EXHIBITION.
Closes January 17, 1955. Exhibit February 8, 10, 11, 1955. Fee, $1. Four 2" x 2" slides. Information from R. W. Swanson, Cinemart, 4253 Bryant Ave. S., Minneapolis, Minn.

18TH ANNUAL EXHIBITION OF PHOTOGRAPHY.
Closes January 17, 1955. Exhibit from February 6 to 20. Fee—color, $1; black-and-white, $2. For additional information and entry blanks, write the Circle of Confusion, 719 South Greenleaf, Whittier, Calif.

SIXTY-THIRD INTERNATIONAL SALON OF PHOTOGRAPHY.
Closes February 4, 1955. Exhibit March 15 to 26 at Simpson's Avon House Galleries, Toronto. Fee, $1 for four prints. For entry form write Walter Maraz, Toronto Camera Club, North Toronto Y.M.C.A., 130 Eglington East, Toronto 12, Ontario, Canada.

AT LAST!

PERFECTED STEREO PROJECTION



COMPCO-Triad
Stereo Projector

. . . bigger, brighter, more enjoyable 3-D viewing for everyone at the same time . . .

Only full-size projection brings out all the clear, brilliant color and true, natural depth that makes 3-dimension photography so vividly real. Only the new Compco-Triad makes big screen projection so easy and comfortable . . . for everyone to enjoy. Engineered for easy operation and alignment.

Only the Compco-Triad gives you all this:

- Dual Purpose. Instantly convertable for 2 x 2 (35mm) slides
- Simplified "One Knob" Lens Control
- Translide "Blackout" between slides
- Illuminated "Preview Panel"
- Convenient rear focusing control
- Projects any Slide Mount without depolarizing
- Two 500 W Pre-focus projection lamps —separate switches

FREE! Complete information on the Compco-Triad Stereo System. Write Today.

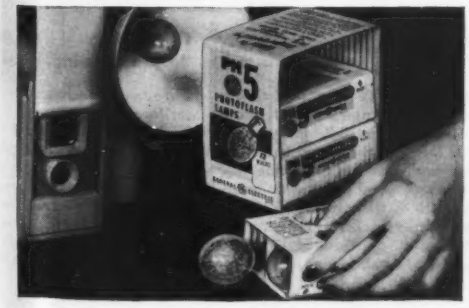
TRIAD DIV., COMPCO CORPORATION
2251 W. St. Paul Ave., Chicago 47, Illinois
Without any obligation please send me brochure giving details, prices and specifications on your new COMPCO-TRIAD STEREO PROJECTION SYSTEM.
☐ Enclosed is 10¢ (coin or stamps) for sample Compco-Triad Stereo Mount.
☐ Send me complete information on Compco Stereo Customfiles.
Name _____
Address _____
City _____ Zone ____ State _____

Wonderful pictures ahead!
Get 'em... ask for
NEW SURE-FIRE
G-E Flash Bulbs!

1. NEW FILAMENT, half the size it used to be, makes G-E Flash Bulbs flash twice as easy!

2. NEW PRIMER, more supersensitive than ever before, assures quick sure-firing!

3. NEW ONE-PIECE BASE means positive electrical contact, so G-E Flash Bulbs flash right and bright!



Ask for G-E Flash Bulbs and you get the surest-firing, easiest-flashing bulbs General Electric has ever made.

That means *for you:*

- **plenty of light for every shot, indoors or out, day or night**
- **flash-picture-taking that's really easy and fun**
- **sure-firing flash that makes every picture count**

So *try* some new sure-fire G-E Flash Bulbs this "holiday" season! Don't just ask for "flash bulbs" *ask for G-E!*

★ ***Try the tiny NEW G-E M2 Flash Bulb, super handy... gets great pictures... only 10¢***
(Suggested retail price)

Progress Is Our Most Important Product

GENERAL ELECTRIC

now! your choice of BOLEX

THESE SWISS PRECISION DESIGNS OFFER TODAY'S GREATEST VALUE

The B-8 offers a Twin Turret, for instant change from normal lens to telephoto or from normal to wide-angle lens—or can accommodate Pan Cinor, Som Berthiot.

$119.50 including Fed. Ex. Tax
with Yvar F 2.8, fixed focus, coated lens

JUST LOOK AT THESE FEATURES! Compare them with any other

Optical view finder!

View finder zooms from 12.5 mm to 36 mm view, shows exactly what the film will record; does not require the use of masks or etched lines—you see the whole view in perfect framing and perfect proportion every time.

Long run motor!

This superb Swiss mechanism not only offers a motor of long run—30 seconds, a full 7 feet—but it has instant stopping; no more slo-o-o-w run-down—the B-8 and C-8 stop instantly while still at full speed.

Speeds from 8 to 64 fps!

A full range of speeds—like the biggest cameras—means that you can get the fastest action in slow motion and that you can speed up action as well; dial is marked for 8, 12, 16, 24, 32, 48, and 64 frames per second.

Cable release included!

A cable release is standard equipment with both the Bolex B-8 and the C-8. This means that you can operate the camera from a rock-steady tripod without worrying about jarring the camera with your finger.

Single frame and continuous-run lock!

You can take single frames with the B-8 and C-8; essential for titling and for stop-action, for cartooning, and for certain scientific work. You can lock the camera for continuous run and self-filming.

Quick, easy drop-in loading!

Safe, dependable, thrifty spool loading—nothing to jam—no fumbling. Just drop film into a large slot, fix into take-up spool, close gate and cover. Auto-reset footage counter. Easier to load than a box camera!

two great new 8mm cameras!

IN 8MM MOTION PICTURE CAMERAS

The all-new Bolex B-8 and C-8 are identical except for their turrets—but they resemble no other movie camera today. Feature for feature, these cameras offer more value for your dollar than any camera has ever offered. These precision instruments are the culmination of 140 years of Swiss craftsmanship. See them at your Bolex dealer—they bring new ease and control to movie photography.

The C-8 offers a standard D mount for interchanging lenses, can also be used with the 8 mm Pan Cinor, Som Berthiot zoom lens.

$89.95 including Fed. Ex. Tax
with Lytar F 2.5, fixed focus, coated lens

Bolex paillard

For a complete line of motion picture cameras, lenses, projectors and accessories, look for the Bolex symbol—it stands for store quality as well as product quality.

Paillard Products, Inc., Dept. MP-11
100 Sixth Avenue
New York 13, N. Y.

Gentlemen: Please send me information on the new cameras. I am especially interested in the B-8 ☐ the C-8 ☐.

Name (print) .....

Street and Number .....

City .....

Zone.... State.....

Paillard Products, Inc.
100 Sixth Avenue, New York 13, N. Y.

B-125

cameras of comparable cost!

Styling beyond compare!

The smart appearance of the Bolex B-8 and C-8 makes them thrilling to own, wonderful to be seen with. Handsome genuine black morocco leather with brushed aluminum trim. As practical as it is handsome.

Ratchet winding!

The superb mechanism of the Bolex motor is wound with an easy back-and-forth motion like the winding of a fine Swiss watch. No more turn-shift grip—turn-shift grip. With the Bolex, just wind back-and-forth.

Plus other features!

Wide-angle view finder on B-8; braided leather wrist strap; exposure chart; audible click at end of film; lens figures always up and towards eye. And other features. Send for the descriptive folders today!

A LAWN, A FIELD, A HAYSTACK: ALL belong to glamour shots which have a soft, alive look. Make sure the mood stays there and that picture accent is just where you want it. It's largely a matter of posing. How you place the girl in relation to light is the big thing. Here de Dienes got an unusual effect with highlights which seem to fan out from Betsy's hand over her entire form, then spread onto the grass in the upper left-hand corner of the picture. Careful positioning of her hand, with fingers spread, adds to this illusion. But the extra touches which make the picture also involve background. De Dienes selected a pose he could shoot slightly from one side, so the grass at right would be the furthest object from his camera. Then to stress features he threw this greenery out of focus. Grass on other side was kept sharp to continue highlight pattern.

any place is a studio with good posing!

Think there's something magic about a tremendous studio which guarantees making good pictures? Far from it! André de Dienes, well known for his glamour shots of women, actually prefers to work out-of-doors on location. The scenery itself provides stimulus needed to give photographs of women that "extra" quality. In addition, outdoor settings, by natural light, have a picture realism that is almost impossible to duplicate indoors.

How can you make the most of this? It helps to have a number of different posing techniques at your fingertips. One to suit each occasion! One to create each mood! In these photographs of stage and movie actress Betsy von Furstenberg, de Dienes paid keen attention to light, background and the welding of all factors into one unit. Here's how you can use these methods in your own pictures.—C. W.

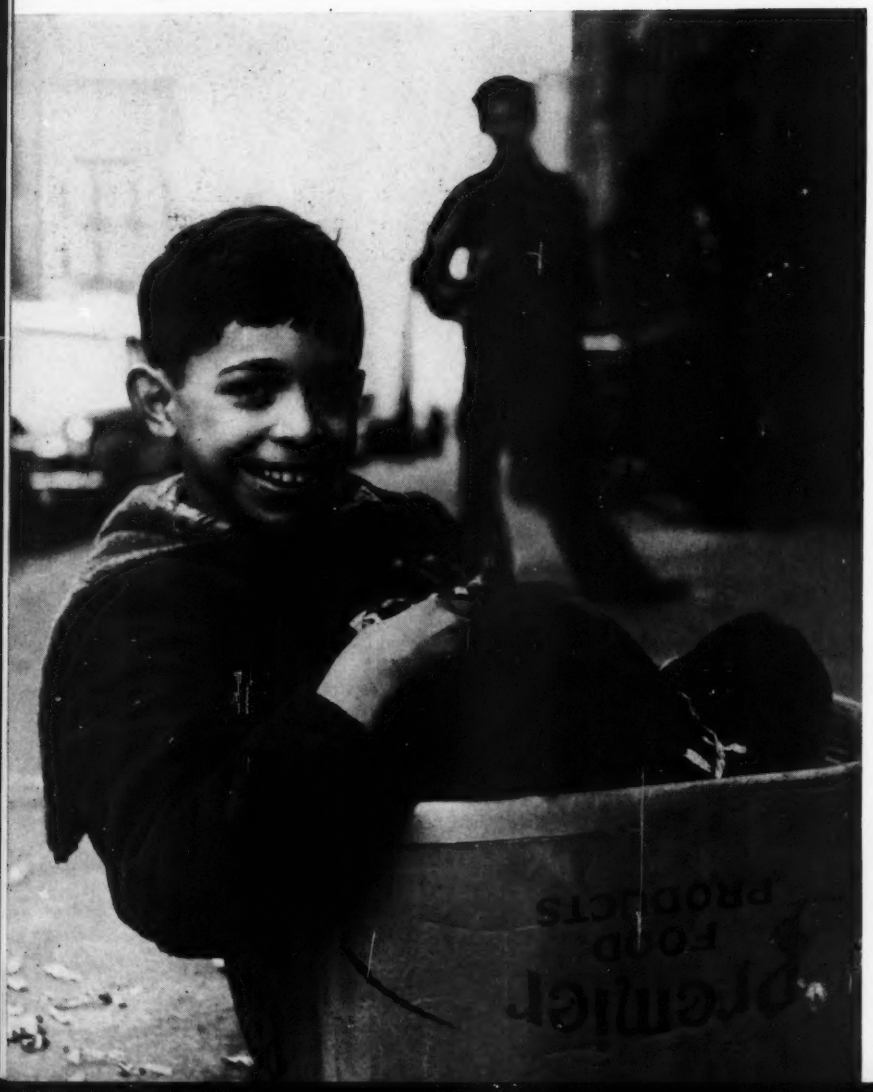
BRICK WALL ON A CITY STREET gives drama to your pictures, contrasts harsh texture with curves—can make your model look impish or intriguing. It all depends on your camera point of view and how you pose your model. Seen from the side Betsy has an intense quality which is heightened by the way de Dienes posed her, touching the wall. The out-of-focus street and foreground wall hint at the neighborhood and create a mood. They also frame the subject. By careful posing, de Dienes used light to accent Betsy's hair, expression and well-placed arm.

A GARAGE A STUDIO? WHY NOT? It's handy. It's large enough. And it usually has neutral-colored walls. With a few simple props and some lights you're ready to pose anything from action to a dancer at rest. Or if you prefer daylight illumination, open your garage doors and place the model near the entrance. Move her till the lighting is just right. Exposure from this angle will also give you a dark background which conceals any tools which might be hanging on a wall. Half of any posing problem will be solved if you can get your model to imagine that she is elsewhere—taking a break between rehearsal numbers, for example. When she is in the mood, quietly (so you don't break the spell) suggest poses which will give the picture effect you want.

BRICK WALL GIVES PATTERN BACKGROUND for your serious glamour photographs if you follow a few simple posing musts. First, place your model so face and arms form one esthetic unit, and make sure that this unit is stronger than the pattern background. In part, this is your insurance against prints where background lines seem to jump out of the picture and take over the entire scene. There are other answers too. Placement of hands, inclusion of a natural prop, highlighting on the subject's hair, are some of the solutions de Dienes used to keep the emphasis on his subject. In addition, he had Betsy stand in a spot where light on the bricks was much less strong than light on her hair and face—then deliberately kept bricks out of focus.

BACKYARD, ROOF-TOP, PARK, WHEREVER THERE IS SUN YOU CAN GET a delicate, graceful feeling in your portraits. The effect should be casual. Keep it that way by leaving slightly ruffled hair, or an off-the-shoulder dress alone. Part of the charm of these pictures is the way the off-center rim lighting highlights natural details. For this particular shot, the sun was behind Betsy and enough to one side to provide some illumination in shadow areas. A reflector at right threw more light on her left side, but was used carefully so contrast between light and shadow areas would be maintained.

busy background? isolate your subject matter!



CASUAL STREET SCENE ▷ becomes eye-stopper when distracting details are eliminated through selective focus. Interested boy was listening to instructions on how to ride a bike. He's sitting on it while boy to right holds it steady. Photographer cropped out bike in printing, background by concentrating focus on his key subject, the boy.

◁ SHARP FOREGROUND focus is counter-pointed with blurred image in rear. Diffused figure isn't sharp enough to lead eyes away from main subject, but inclusion of it adds interest to picture, suggests busy street without making picture itself too busy. Actually, boy in box is being pulled by child out of picture area.

◁ **ENVIRONMENTAL SCENE** gives added punch to charming portrait of street child. Out-of-focus figures of two playmates in conversation add both interesting form and content. Photographer was intrigued by beauty of child's face and drew attention to it by selective focus. Next time background is too busy, eliminate it by using large aperture. Throw background out of focus, keep only the key image sharp. It's an easy technical trick, valuable taking tool.

PHOTOS BY HOWARD ZIEFF
ROLLEIFLEX, f/5.6

minimum light gives maximum drama!

Rolleiflex, tripod, Super-XX film, 3 sec. at f/8.

HURRICANE LAMP produces diffused, non-directional illumination flattering to skin tones, rounded facial contours. Lamp was placed on table covered with black cloth and the girl rested her head against cloth-covered wall for steadiness. Photographer Benn Mitchell who made all three photographs on these pages stopped down his lens to obtain maximum depth of field for lamp and face. Both, therefore, are quite sharp.

MATCH FLAME produces a harsher illumination, makes a more complicated exposure problem since strength of light varies. Mitchell based his aperture and shutter speed on catching peak of the flame. Traffic light in the background plus window lights, automobile headlamps provide rim lighting around back of girl's head. Large lens opening threw confusing background out of focus, placing attention on girl.

CANDLELIGHT, although not as harsh as a match flame, does not have as soft and even a light as the hurricane lamp. Exposure problem however is easily solved. Like the hurricane lamp, a meter can be used since light remains nearly constant. Mitchell exposed for the skin tones. The candle flame therefore became overexposed and was burned in when print was made. All photos were developed 17 min. in Promicrol.

Rolleiflex, tripod, Super-XX film, 1/10 sec. at f/3.5.

Rolleiflex, tripod, Super-XX film, ½ sec. at f/5.6.

The buildup: two skeptical but intent faces.

Boy wags finger: the girl remains the same.

change-of-pace is key to successful series

A good picture series in sequence is like a mystery story. It must hold your interest from the start to finish. Each picture should make you curious as to what the final picture will uncork. And the final picture must make the pictures preceding it worth while and change the pace of the story.

How do you get change of pace in a picture series? You cannot plan it too well. Posed picture series generally look just that. Instead you must be the perceptive observer, aware of possible changes of situations which will make an interesting picture story.

Fred Plaut, whose picture of musicians at recording rehearsals have become almost classic examples of photographic anticipation, proves that a sense of the dramatic, the understanding of the possible change in mood, can also be applied to such a simple thing as photographing two children watching a show. He was struck by the constant changes of mood and expression of the boy as contrasted with the still and almost deadpan reactions of the girl. If the situation had remained thus, Plaut would have had nothing more than a series of cute pictures, related because they were made at the same place, of the same subject—but they would have meant little and led nowhere. The situation had promise however, a promise amply fulfilled when the girl finally reacted to the boy in the last picture. This picture, with its change of pace, made the series.

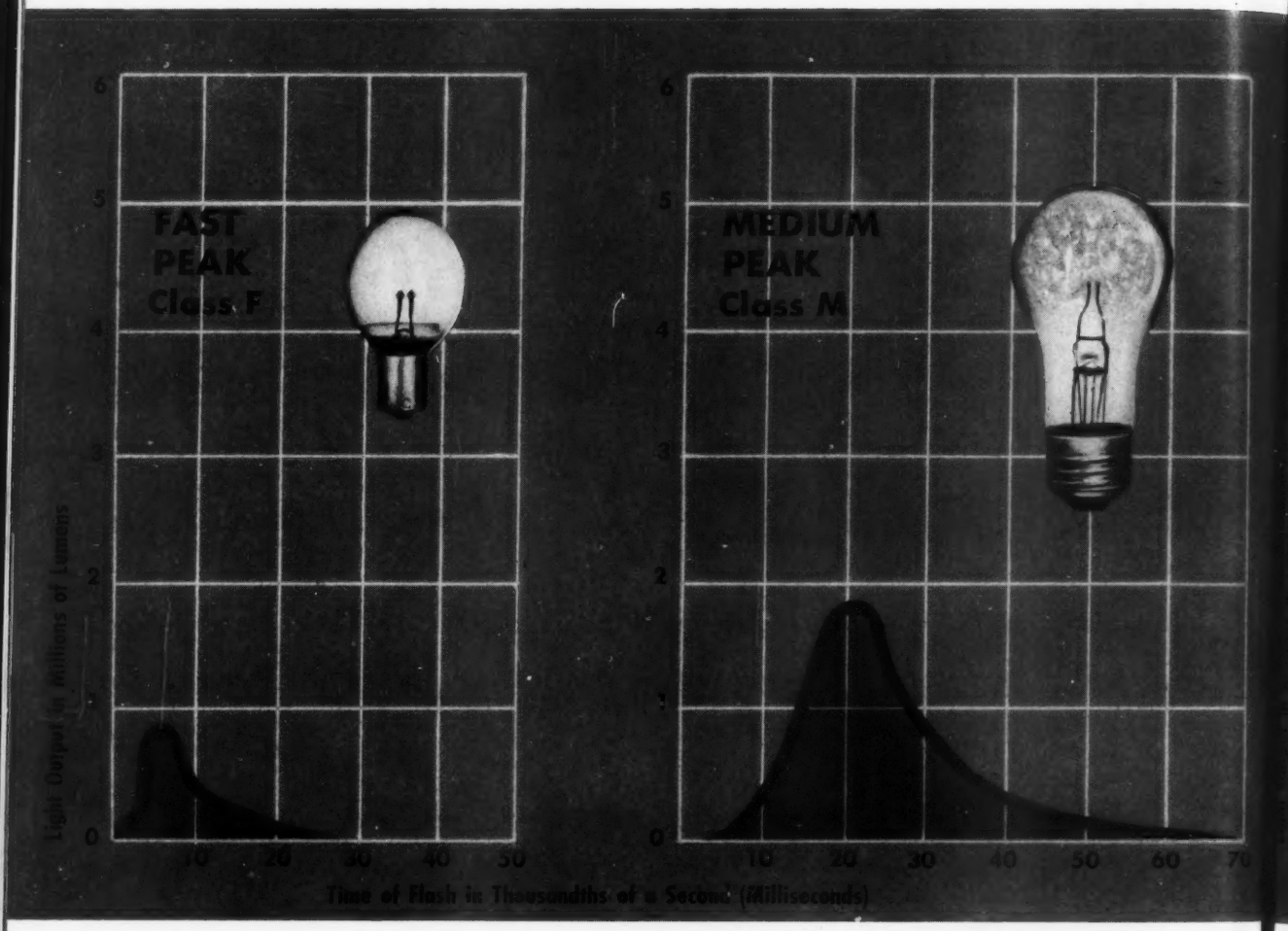
Plaut used a Contax, Plus-X film and an exposure of 1/50 sec. at f/4 for all pictures. The illumination was daylight inside a tent. What produced such a variety of expressions on one child's face and a lack of them on the other? Turn to page 12 and you will see.

Surprise shown by boy, no change in girl.

Toy in mouth, boy claps. Will girl react?

The payoff: girl turns to boy, registering disapproval, giving series change-of-pace.

FLASH!



BULBS: HOW THEY WORK, HOW TO PICK

There are 37 separate and distinctly identified kinds of flashbulbs on the market today.

Six manufacturers turn out these bulbs in astronomical quantities. They don't all make all the different kinds of bulbs, but altogether their output adds up to 85 separately designated makes and models of flashbulbs. Have you any idea of how they resemble each other and in what ways they are different? Do you know which ones most suit your picture-taking needs?

Can you break down this conglomerate and chaotic mass into simple classifications according to basic types, their function, purpose, use and misuse? Finally, can you give correct exposure information for each bulb with the popular black-and-white and color films?

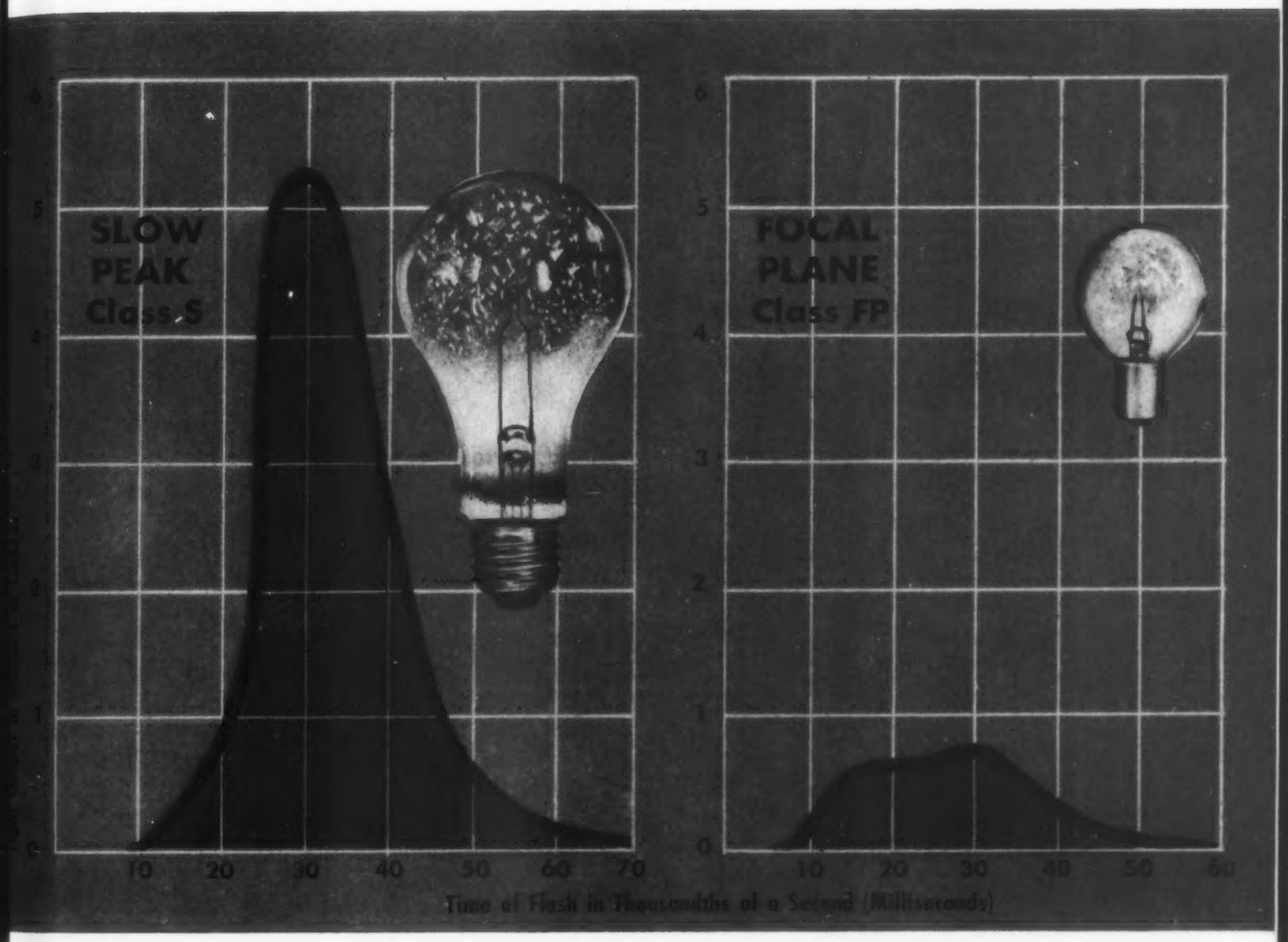
This article will attempt to give the answers to all those questions and a few more too.

Flashbulbs can be classified in various ways—physical characteristics is the most obvious one. There are bulbs not much larger than a kidney bean, and others as big as a 100-watt household lamp. In between, a multiplicity of sizes and shapes.

Total light output of bulbs is in rough proportion to size. We expect the tiny bulbs to give a modest light and the big ones to produce a great amount of light, and they usually do.

Some bulbs are blue tinted and have a light output closely approximating the quality of daylight, for use

The mechanics of it: bulbs, synchronization; B-C and why; X, F, M, and what they mean; and Modern's exclusive master guide number charts. First of a series . . . by John Wolbarst



with daylight type color films. A few types are amber colored. They produce a light similar to that from photofloods, are suitable for use with tungsten type color films. The majority of bulbs, however, have a clear, colorless, glass envelope and give light more bluish than that from photofloods but more reddish than daylight. Primarily designed for use with black-and-white films, these bulbs can be used with some color films if a proper filter is placed over the camera lens to correct the color of the light reaching the film.

Bulbs have different kinds of bases. The big ones have the regular household lamp screw base. So-called midgets have a smaller base with a quarter turn bayonet lock to hold them fast in the socket. A new, tiny type, the M-2, has a base not much thicker than a pencil. A spring-loaded pin in the socket engages a groove in the base to secure the bulb.

The final physical characteristic of interest to us is: what's in the bulb? Most are filled with shredded aluminum foil, some with fine wire, while one type, the Class F, has neither foil nor wire filling material.

Although to the human eye all bulbs seem to make the same blinding flash, bulb flashes differ widely in how long it takes the flash to start, how long it takes to reach maximum light output or peak, and the duration of the flash. Measured by these standards, there are four main bulb types, which are shown on the big chart above.

The chart pictures the performance of a bulb as it flashes and is very simple to read. The vertical numbers measure the light output in millions of lumens (a lumen is a unit of light quantity, and a million lumens is a lot of light). The horizontal numbers represent thousandths of a second

(milliseconds). The curved lines show how many milliseconds it takes for the lamp to get started (where the curve begins), how long it takes to reach its peak (highest point on the curve), and when the flash dies out (where the curve hits bottom). Not all of the flash is useful—the light output at the very beginning and tail end is too weak to have much photographic effect and may be cut off altogether at high shutter speeds (*chart, page 73*).

The total light output is effective only with "open flash" or shutter speeds of 1/25 or slower—where the shutter stays open during the entire flash. For synchronizing, the useful light output is considered to be the duration of the flash above half peak.

Let's examine the curve of the Class F bulb (*page 70*). Note that this flash starts almost instantly, rises to its peak of about one million lumens in approximately six milliseconds, has a duration at half peak of about five milliseconds, and finally fades out. This bulb then has a flash of low output, with brief duration.

Compare this with the giant Class S curve. Before this bulb even gets started, the Class F would be burned out. It takes about 30 milliseconds to reach its enormous peak output of about five million lumens; half-peak duration is about 17 milliseconds.

The curves for the Class M and Class FP bulbs show their characteristics too. It's important and helpful to be able to read such a chart.

SYNC: IT'S ONLY A MATTER OF TIMING

The light of a flashbulb is produced by the rapid burning of metal foil, wire, or primer material in an oxygen-filled envelope. When an electric current flows through the lamp it heats a tiny piece of wire, the filament, causing it to burn out. This ignites the primer, which is in the form of a paste coated on the tips of the filament wires. In Class F lamps, the entire illumination comes from an oversized charge of primer. This burns furiously but so briefly that even when used with a slow box camera shutter these bulbs have the action-stopping power of a 1/200 sec. shutter speed. Their light output is small.

In a wire- or foil-filled bulb, there is a smaller charge of primer which ignites the main bulb filling. In Class M bulbs peak illumination is reached about 20 milliseconds after the electrical circuit is closed. These are the bulbs most commonly used with between-the-lens shutters.

Although it is possible to open the camera shutter, flash the bulb, close the shutter, and get an acceptable picture, this "open flash" technique does not lend itself to action pictures nor to hand-held cameras. Therefore, various means have been employed to synchronize bulb flash and shutter action so that the blades will be wide open during the period of greatest light output.

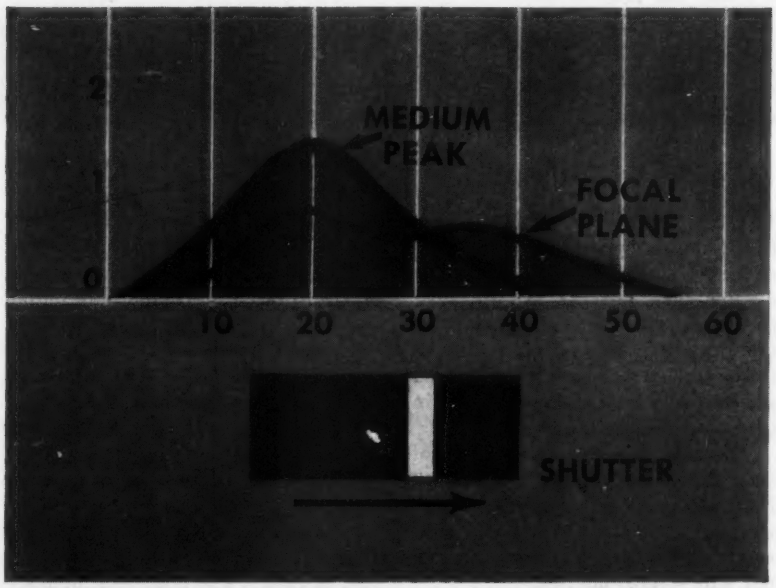
It takes from two to four milliseconds for an average good between-the-lens shutter to get its blades wide open (with the lens at maximum aperture). They will then stay open for a period which may be as much as 40 milliseconds (1/25) or as little as five milliseconds (1/200) after which they snap close.

Obviously, since the shutter blades come open long before the Class M bulb reaches its peak output, they will never get together at high shutter speeds unless some accurate timing device delays the opening of the blades to the desired instant.

On shutters without built-in sync this is accomplished by a mechanical device (such as the Kalart) or by an electro-magnetically-operated plunger called a solenoid.

Today, virtually every shutter made has its own synchronizing contacts built-in, with an integral mechanism to provide the desired delay. There are three different types of delay designated X, F, and M. You must use the right combination of bulb, delay, and shutter speed, or synchronization can't be accurate. The chart opposite illustrates this.

Synchronizing flash with focal plane shutters is an entirely different problem. The shutter is a cloth or metal curtain on rollers, like a window blind. At high shutter speeds the film is exposed through a narrow slit in the curtain which races across the film, exposing each part briefly. Though the exposure may be only 1/1000 sec., it takes about 22 milliseconds (in a 35mm camera) for the slit to make its run. Therefore, the bulb must give even, maximum light for a like period. Small focal plane bulbs (6, 26) do this. At slow speeds, up to 1/50 in some cases, the curtains open completely and Class F or M bulbs, or electronic flash, may be used as synchronized "open flash."



Large black rectangle represents full width of focal plane shutter curtain. White area is slit which runs across to expose film at high shutter speeds. Focal plane type bulbs give more even exposure than any other types due to their broad peak light.

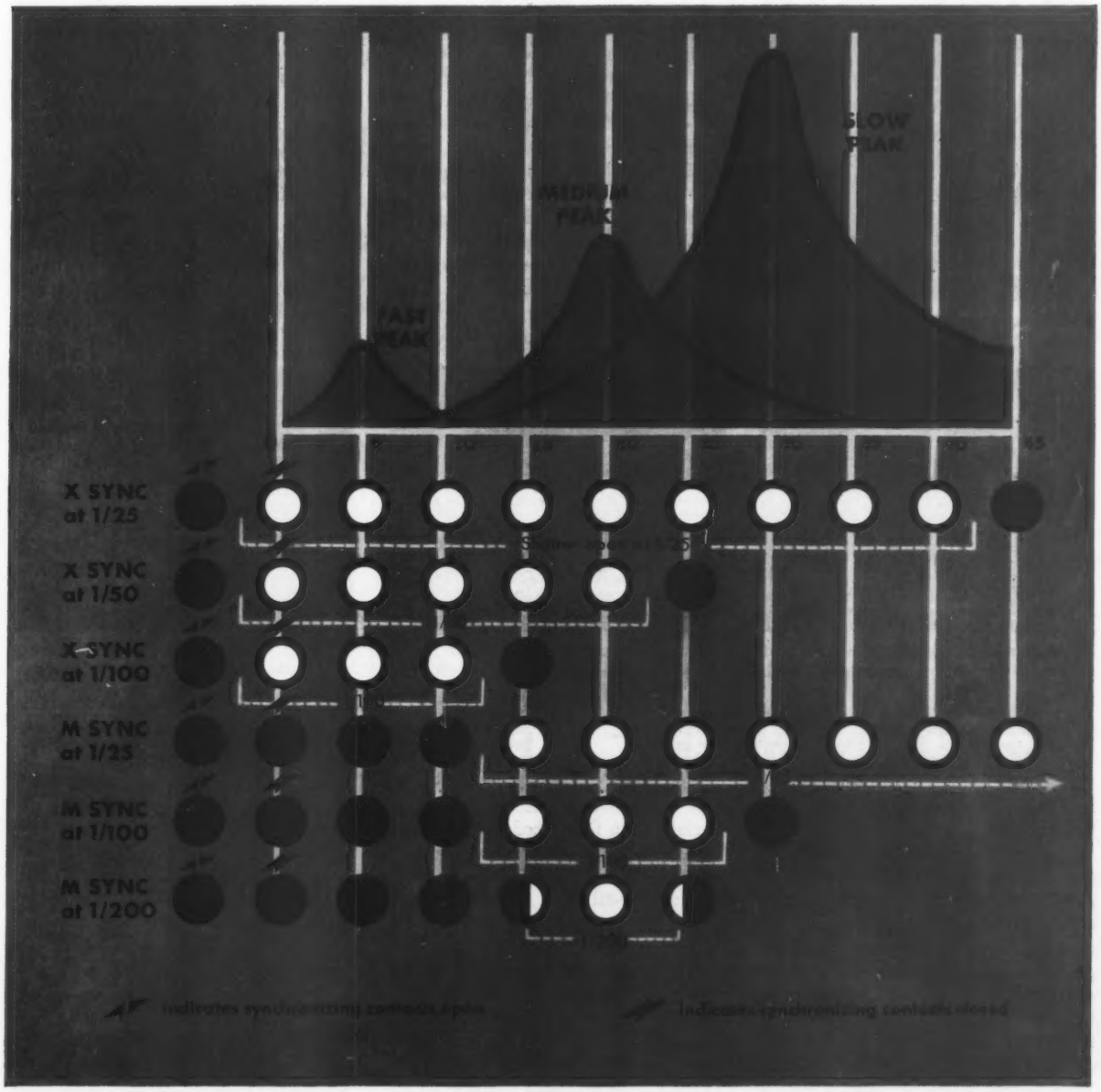
X, F, M: WHAT THEY MEAN, HOW TO USE

In a between-the-lens shutter with X type (also called "O" delay) sync, the contacts close just as the shutter blades get wide open. This gives perfect synchronization with electronic flash at all shutter speeds.

At 1/25 sec. (and slower) the shutter blades are open long enough for X sync to give synchronized flash with *any* type of bulb (*chart, top row*) although in truth this is hardly more than mechanically controlled "open flash." At 1/50 or 1/100 sec. only Class F bulbs may be used (*chart, rows 2 & 3*).

With Type F sync (called 5 millisecond delay) contacts close about three milliseconds before wide open shutter. Speed lights can be synchronized *only* if they have a built-in delay relay, which few have. At 1/25 or slower, *any* bulb may be used; at faster speeds only Class F bulbs.

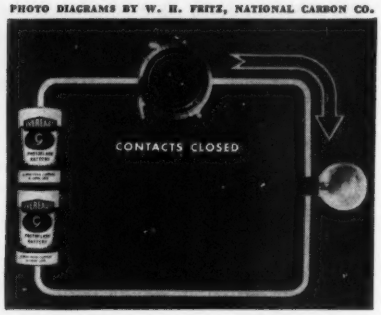
With Type M sync (known as 20 millisecond delay) contacts close about 15 milliseconds before wide open shutter. Only speed lights with delay relays may be used. Class F bulbs won't work at any speeds. At 1/25 or slower, Class M and S bulbs synchronize (*chart, row 4*). At faster speeds, only Class M bulbs may be used (*chart, rows 5 & 6*). Some shutters have two settings of the M sync control; one lengthens the delay slightly for fast shutter speeds (*chart, row 6*). This gives maximum efficiency in catching the peak of the bulb's output.



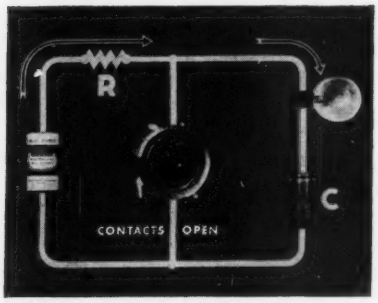
This chart shows graphically relationship of shutter synchronization to type of bulb used. Text above explains it.

B-C: IT FIRES MORE BULBS MORE RELIABLY

PHOTO DIAGRAMS BY W. H. FRITZ, NATIONAL CARBON CO.



1. Flashlight cell circuit: moderate current flow, with heavy load on battery.



2. B-C circuit: capacitor charges in about 2 seconds with weak current.

Accurate flash synchronization is impossible without an electric power supply of sufficient amperage and voltage to fire the bulb on time. If the power supply is weak, the bulb may flash late, or not at all. The trouble arises in the burning of the filament—with a powerful current this may take only one millisecond, but with a weak current as long as 8 or 9 milliseconds. Once the filament burns out, the rest of the lamp (primer and filling) goes off pretty much on schedule.

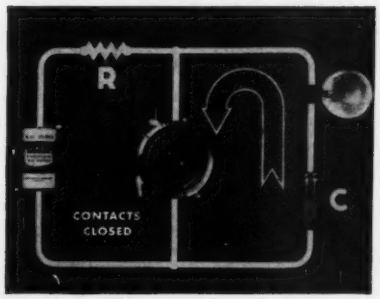
Ordinary flashlight cells are a good power supply only if fresh. As they age or get weak with use they lose their punch. *Photo 1* shows the working of a flashlight cell powered circuit.

In a battery-capacitor (B-C) system, *Photo 2*, current from a 22½ volt battery flows slowly through a limiting resistor (R), through the bulb and into a storage device, called a capacitor or condenser, which becomes charged. The bulb does not fire because the current is too weak. Charging doesn't begin until a bulb is inserted, so current is conserved, battery lasts about a year. When the contacts close, *Photo 3*, the capacitor "dumps" all the current through the bulb at once, firing it.

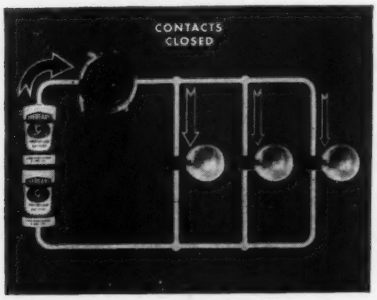
There is also a type of B-C circuit in which the battery charges the capacitor continuously, with or without a bulb in the socket. If capacitors are leaky, batteries may not last long with such a setup.

The powerful, sudden current will overcome minor resistances, due to poor electrical contacts, which might prevent a flashlight cell circuit from functioning. It also has the effect of speeding up the time to peak of bulbs by one to two milliseconds. This is beneficial with any bulb when used with X type synchronization (*see chart, page 73*).

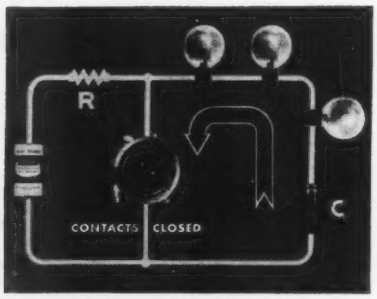
For multiple flash at high shutter speeds, flashlight cell circuits are unreliable, due to unequal current distribution (*Photo 4*). B-C series circuit, *Photo 5*, fires all bulbs simultaneously, even on long extensions. Bulbs should be of same type.



3. B-C: sudden, powerful discharge of current fires bulb; no battery load.



4. Flashlight cells: unreliable for multiflash due to uneven flow of current.



5. B-C: excellent for multiple flash; all bulbs must fire simultaneously.

GUIDE NUMBERS: EXPOSURE SIMPLIFIED

In flash, the controlling factor in exposure is the lamp-to-subject distance. It is easy to determine the correct exposure by using *guide numbers*. A guide number represents a certain combination of film, flashbulb type, and shutter speed. Divide the given guide number by the flashbulb-to-subject distance in feet and you have the correct lens opening to use under those conditions.

However, guide numbers are only guides—not absolute figures which can't be modified. Shutter inaccuracies, differences in reflector efficiency, variations in film speed due to manufacture, age, or method of development, color and distance of surrounding walls—all may affect exposure and render any guide number inaccurate.

There is chaotic disagreement between the guide numbers published by the various film and flashbulb manufacturers. This is not too important with black-and-white films due to their great exposure latitude, which permits wide variations in exposure. However, color films must be exposed more carefully. MODERN's editors have compiled three pages of charts giving guide numbers for all makes and types of flashbulbs with a number of popular films. In some cases they are similar to guide numbers issued by some manufacturer. In other cases they are a compromise between widely conflicting claims.

With each set of guide numbers for each bulb type there is a list of the companies making that particular bulb type. This *(Continued on page 110)*

GUIDE NUMBERS: POPULAR BLACK-AND-WHITE FILMS

GROUP A, slow films: Ansco Plenachrome; DuPont Fine Grain Pan; Kodak Panatomic-X, Verichrome.

GROUP B, medium speed films: Ansco Isopan, Supreme; DuPont XF Pan, XF Ortho; Kodak Plus-X, Super Ortho-Press.

GROUP C, fast films: Ansco Superpan Press; DuPont Arrow Pan; Kodak Super-XX, Super Panchro-Press Type B.

GROUP D, extra fast films: Ansco Triple S Pan; DuPont High Speed Pan Type 428, "Superior" Press; Ilford HP3 HPS; Kodak Tri-X Panchromatic, Royal Pan.

FAST PEAK		SHUTTER SPEED	A	B	C	D
SM or SF	AMPLEX DURA G.E. SOLAR WESTING-HOUSE SYL-VANIA	UP TO 1/100	70	95	135	200

MEDIUM PEAK		SHUTTER SPEED	A	B	C	D
8	DURA G.E. SOLAR SYL-VANIA WESTING-HOUSE	UP TO 1/25	85	115	170	235
		1/50	75	110	155	215
		1/100	70	95	140	195
		1/200	55	75	110	155
5 or 25	AMPLEX DURA G.E. SOLAR WESTING-HOUSE SYL-VANIA	UP TO 1/25	130	175	250	350
		1/50	120	160	230	320
		1/100	105	140	205	280
		1/200	80	110	155	220
		1/400	60	85	110	170
11 or 40	AMPLEX DURA G.E. SOLAR WESTING-HOUSE SYL-VANIA	UP TO 1/25	160	215	295	415
		1/50	135	185	260	365
		1/100	120	160	230	325
		1/200	95	130	180	250
		1/400	75	100	135	195
22 or 2	AMPLEX DURA G.E. SOLAR WESTING-HOUSE SYL-VANIA	UP TO 1/25	190	240	360	500
		1/50	165	210	310	440
		1/100	150	185	280	395
		1/200	115	150	225	310
		1/400	90	115	165	230

MEDIUM PEAK		SHUTTER SPEED	A	B	C	D
0	SYL-VANIA	UP TO 1/50	100	140	195	280
		1/100	75	105	155	220
		1/200	55	80	115	165
PF2	AMPLEX	UP TO 1/25		80	105	135
		1/50		65	95	130
PF3	AMPLEX	UP TO 1/25		90	120	160
		1/50		70	105	140
		1/100		55	70	105
PF4	AMPLEX	UP TO 1/25	95	135	180	265
		1/50	70	100	135	180
		1/100	45	65	100	135

SLOW PEAK		SHUTTER SPEED	A	B	C	D
50 or 3	AMPLEX DURA G.E. WESTING-HOUSE SYL-VANIA	UP TO 1/25	250	350	500	700

FOCAL PLANE		SHUTTER SPEED	A	B	C	D
6 or 26	AMPLEX DURA G.E. WESTING-HOUSE SYL-VANIA	1/100		100	150	
		1/200		70	100	
		1/500		50	75	
31 or 2A	AMPLEX DURA G.E. WESTING-HOUSE SYL-VANIA	1/100		110	150	210
		1/200		80	105	145
		1/400		55	75	105

INTERMEDIATE PEAK (not standardized)		SHUTTER SPEED	A	B	C	D
Tentative Guide Numbers						
M2	G.E. SYL-VANIA WESTING-HOUSE	UP TO 1/50		80	110	150

GUIDE NUMBERS: BLUE BULBS WITH DAYLIGHT COLOR

COLUMN 1: Ektachrome, Daylight Type

COLUMN 2: Ansco Color, Daylight Type; Kodachrome, Daylight Type

COLUMN 3: Kodacolor, Daylight Type

NO FILTERS NECESSARY

MEDIUM PEAK	SHUTTER SPEED	1	2	3	
5B or 25B (AMPLEX, DURA, G.E., SOLAR, WESTINGHOUSE; SYLVANIA)	UP TO 1/25	44	55	80	
	1/50	38	50	70	
	1/100	34	44	60	
	1/200	27	34	50	
	1/400			35	
22B or 2B (AMPLEX, DURA, G.E., SOLAR, WESTINGHOUSE; SYLVANIA)	UP TO 1/25	65	75	120	
	1/50	60	70	100	
	1/100	50	60	90	
	1/200	40	45	70	
	1/400		35	50	

SLOW PEAK	SHUTTER SPEED	1	2	3	
50B or 3B (AMPLEX, DURA, G.E., WESTINGHOUSE; SYLVANIA)	UP TO 1/25	100	115	185	

FOCAL PLANE	SHUTTER SPEED	1	2	3	
6B or 26B (AMPLEX, DURA, G.E., WESTINGHOUSE; SYLVANIA)	1/100	28	30		
	1/200	20	22		
31B (G.E.)	SHUTTER SPEED	1	2	3	
	1/100	30	34	55	
	1/200	20	22	40	

GUIDE NUMBERS: CLEAR BULBS WITH TUNGSTEN COLOR

COLUMN 1: Ektachrome, Type B

COLUMN 2: Ansco Color, Tungsten Type

COLUMN 3: Kodachrome, Type A

COLUMN 4: Kodacolor, Type A

FILTERS REQUIRED: With fast peak bulbs, none. With all other bulbs, use an 81C or equivalent with Ektachrome Type B and Kodachrome Type A; UV 16 or equivalent with Ansco Color. Use no filters with Kodacolor. Consult film instruction sheets for latest data.

FAST PEAK	SHUTTER SPEED	1	2	3	4
SM or SF (AMPLEX, DURA, G.E., SOLAR, WESTINGHOUSE; SYLVANIA)	UP TO 1/100	44	48	55	60

MEDIUM PEAK	SHUTTER SPEED	1	2	3	4
8 (DURA, G.E., SOLAR, SYLVANIA, WESTINGHOUSE)	UP TO 1/25	55	60	70	80
	1/50	48	55	60	70
	1/100	44	48	55	60
	1/200	34	38	44	50

MEDIUM PEAK	SHUTTER SPEED	1	2	3	4
5 or 25 (AMPLEX, DURA, G.E., SOLAR, WESTINGHOUSE; SYLVANIA)	UP TO 1/25	80	90	100	110
	1/50	70	80	90	100
	1/100	65	70	80	90
	1/200	50	55	65	70
11 or 40 (AMPLEX, DURA, G.E., SOLAR, WESTINGHOUSE; SYLVANIA)	UP TO 1/25	95	100	115	130
	1/50	80	90	95	120
	1/100	75	80	85	100
	1/200	60	65	70	80
0 (SYLVANIA)	1/50	80	85	100	110
	1/100	60	65	75	85
	1/200	48	50	60	65

MEDIUM PEAK	SHUTTER SPEED	1	2	3	4
22 AMPLEX DURA G.E. SOLAR WESTINGHOUSE or 2 SYLVANIA	UP TO 1/25	110	135	140	160
	1/50	95	125	120	140
	1/100	85	105	110	120
	1/200	70	85	90	100
	1/400	55	60	65	75
PF2 AMPLEX	1/50	50	55	60	68
PF3 AMPLEX	1/50	55	60	70	78
PF4 AMPLEX	1/50	62	68	80	88

FOCAL PLANE	SHUTTER SPEED	1	2	3	4
6 AMPLEX DURA G.E. WESTINGHOUSE or 26 SYLVANIA	1/100	50	55	65	70
	1/200	36	38	44	50

	SHUTTER SPEED	1	2	3	4
31 AMPLEX DURA G.E. WESTINGHOUSE or 2A SYLVANIA	1/100	50	55	60	70
	1/200	34	38	44	50

SLOW PEAK	SHUTTER SPEED	1	2	3	4
50 AMPLEX DURA G.E. WESTINGHOUSE or 3 SYLVANIA	UP TO 1/25	170	190	220	240

GUIDE NUMBERS: AMBER BULBS WITH TUNGSTEN COLOR

COLUMN 1: Ektachrome, Type B

COLUMN 2: Ansco Color, Tungsten Type

COLUMN 3: Kodachrome, Type A

COLUMN 4: Kodacolor, Type A (not recommended)

NO FILTERS NECESSARY

MEDIUM PEAK	SHUTTER SPEED	1	2	3	4
5A AMPLEX DURA or 25C SYLVANIA	UP TO 1/25	60	80	85	
	1/50	55	70	75	
	1/100	40	50	60	
	1/200	30	40	50	

	SHUTTER SPEED	1	2	3	4
11A DURA	UP TO 1/25	80	95	105	
	1/50	70	85	95	
	1/100	55	70	80	
	1/200	40	55	65	

MEDIUM PEAK	SHUTTER SPEED	1	2	3	4
22A DURA	UP TO 1/25	95	135	145	
	1/50	80	125	135	
	1/100	65	100	105	
	1/200	45	80	85	

SLOW PEAK	SHUTTER SPEED	1	2	3	4
50A DURA	UP TO 1/25	140	160	170	

FOCAL PLANE	SHUTTER SPEED	1	2	3	4
6A DURA	1/100	30	35	40	
	1/200	20	25	28	

designer
experimentalist
visual poet
film maker

HERBERT MATTER

by D. J. Ebin

Photographers - Matter

Matter is a Master of Motion. For twenty-five years this has been the strong, silken thread which has run through one of modern photography's most productive and versatile artists. His is the magic of motion—dancing on the flat surface of a piece of paper. A photograph by Matter does not arrest movement. It performs before your eyes.

If a photographer can be said to possess a personal brush-stroke, then Motion is the undeniable signature of Herbert Matter.

His artistic life has moved to many different rhythms: posters, advertisements, photo-montages, fashion illustrations, light-drawings, abstractions, magazine covers and motion pictures, all discussed in detail on the following pages. The galleries which have displayed him are many: billboards in European railroad stations, impeccable pages of *Vogue* and *Harper's Bazaar*, self-assured covers of *Fortune*, pioneering "ads" for the Container Corporation of America, vital graphics magazines, exhibition halls, museum walls and more recently screens of plush movie theatres. Throughout the arc of his activity and the pattern of his steps, Matter has been loyal to his passion. Motion is to be seen within his vision—however it has been created, wherever it has been shown.

Matter, choreographer of light, line and color, does not capture movement. He carries it forward and allows it to continue. The photograph of the dancer Legusti (*opposite*) made when she and the famous Balinese troupe visited America last year—is not one frozen second in a bird's flight. Legusti is not caged for she flies and dances even now. Through the magical sheath that Matter has made, the viewer is able to enter the dance with Legusti.

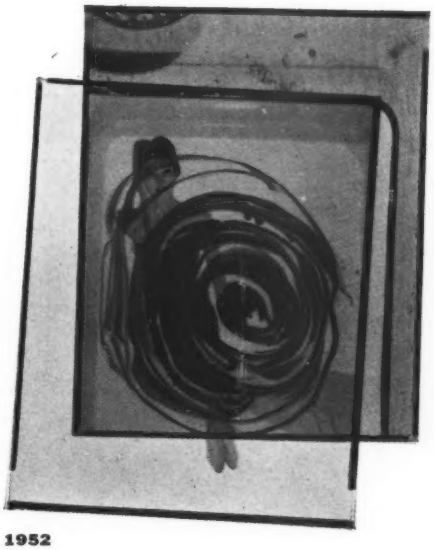
Among all his other work, certainly additional factors play more than a minor role; such as imagination, proportion, research, expression and development. It is Motion, however, which is their constancy—accounting for their over-all "newness" and enlarged sense of space. *(Continued on page 127)*

1946

1952

COLOR: NEW HORIZONS

he adds motion by design



1952

A leader in editorial and fashion photography for the last 15 years, Herbert Matter has caused more than one person to do a "double-take". Not for him the boundaries of the photograph made comfortable by its repetition of the same image we saw last month, last year.

Fashion by Matter arrests the eye, stops it short. Then it puzzles and bedevils. Intrigued, the viewer delights in being captured. On this page: three examples. *Above*, he superimposes baubles on unsuspecting models. *Left*, two transparencies joined together, to show you Matter-in-progress. (The final picture would be the center section where the photographs meet.) In all cases, the perfect test of the disciplined, trained designer. In all cases, a dividend for the viewer. More than the product is shown. Visual association conjures pearls with the exotic East, we try to see more of the nymph emerging from a lush whirl of blue. This is design joined to still forms. The result? A photograph of moving light and color. In color, Matter's work is unique. Almost none are stills. Within each, he has magically created a self-contained "motion" picture.

he expands the boundaries of photography by constant experimentation

As the painter uses the sketch pad for trying out new concepts, Matter uses light, lenses, triple images, blurs—whatever is at hand to expand the limits of photography to such a degree that limits seem to depend not on tools, but on the photographer's visual imagination. *Below* are but two of the eye-explorer's attempts. *Left,* is a light drawing, *right* a papier-mâché Chinese puppet. Both are images which exist only because of the camera. Were it not for its record on film, the light pattern would be a remembered image of moving colored lights, moving unstopped. Unstopped by film and photographer, they do not make a pattern. Matter has controlled the pattern by using intensely focused and diffused light tracings against each other, revealing a sense of the use of space which distinguishes his color.

The puppet, viewed with the eye, is just an intriguing doll. Viewed through the lens, it takes on new dimensions. The head becomes elongated. The figure apparently dances, rests. The costume breaks into a shimmering pinwheel of light. Flames and movement shoot from it. The visual fancy of Matter is no accident or caprice. It has been fired through the years by discipline and search. Any subject matter may find itself on the artist's sketch pad. Any subject matter may find its way to the photographer's lens. What happens to it is the mark of the photographer's imagination. What comes of the light tracing: perhaps a magazine cover, a poster, an ad. The puppet: a model bedecked with jewels.

1954

1954

1953

1947

1954

Twenty-five years ago, Herbert Matter was a young painting student in Paris searching for the way to make pictures. Today, although teaching Design to others at Yale, Matter remains the student. Renowned and successful, he puzzles the elusive question: how does one *make* pictures?

Matter cultivates craftsmanship (only the ultimate craftsman would dare the girl and pearls, page 79), intuition (the puppet given life, page 80), self-searching. His goal: further limits to the images and the language which belong to photography alone.

Lacking to the human eye is a lens fast enough to snap the dance and the imagination to seize the pattern of snow-covered fire-escapes. For Matter this is a personal imagery to be communicated through the camera to be exposed to the viewer.

For him the photograph can go beyond the frame. *Left,* a free dance is photographed freely. He imposes his own reality of swirling color, movement, motion. For him, the blur has purpose, to reveal an image hidden to the eye, *above.* For him, the fixed lines of a fire escape outside his studio door, ordinarily monotonous, lose their rigidity, are let free in a dance of abstract form, *right.*

Avant-garde? Perhaps. But let's use the word pioneer. Matter applies to his color photography the lessons of modern art. He breaks rules, finds new methods of photographic expression in his rule-breaking. He lifts photography from a record of reality to a personal expression of his own vision of the world.

he shares a secret world of visualization through his camera, revealing images which the eye cannot see

FIRST LOVE: DESIGN

Matter's hands are many. His talents, widespread. Swiss-born, precision-trained, he is more than a poet at work in a tower of his own. His contact with the commercial world is direct, successful, remunerative.

Herbert Matter is more than a photographer. He is recognized as one of this country's most gifted graphics designers. A master of montage, he combines photography with other visual techniques. His products: posters (*bottom*, an early one from Switzerland), photo-murals, magazine covers (*center*, find two), illustrations for advertisements, brochures (*top*, the modern touch for modern furniture), and books. His tools: darkroom, compass and drafting board, paste-pot and scissors, type and picture files.

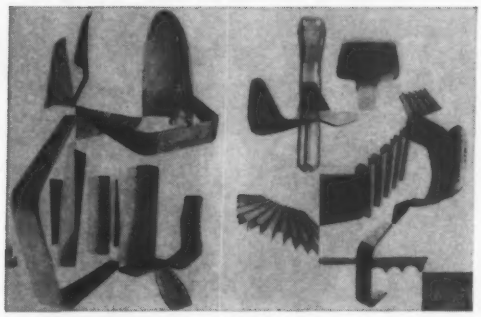
All this is not to demonstrate that Matter is a designer *also*, as if it were a side occupation. Even before the "photograph," what concerns Matter most is "picture." Not so many years ago "picture" was made by brush and pencil alone. Now it is made with the visual eye, using any and every graphic art in combination that will intrigue and hold the viewer. A new tradition—a revolution in forms, kinds of materials, subject matter—accounts for the difference. Matter is of that long, still developing tradition: Cézanne, Cubism, Dadaism, Futurism, the Surreal, the Abstract, the Functional.

In this tradition, the photograph becomes a tool. Photographs are cut into intriguing shapes (the hand on the cover, *center*); they are used in montage (the Swiss poster); they are used for design (the swirl of film on the *Fortune* cover); they are used to explain (the furniture brochure). Photography becomes part of a "layout," a design whose freshness lies within its agile proportion and balance. Its strength: the control of a flat surface where association and inter-relationship of forms are at play. Without three dimensions it has new depth; within are many images, on the move.

Modern design exaggerates and joins what is separate, in seeming liberty. Yet it is governed by order, rigid lines of proportion. Imagination under discipline guides Matter's commercial design as it guides his color photography. Here, too, is the visual eye in motion.

Matter has many hands, but like the limbs of a tree, they all return to the trunk.

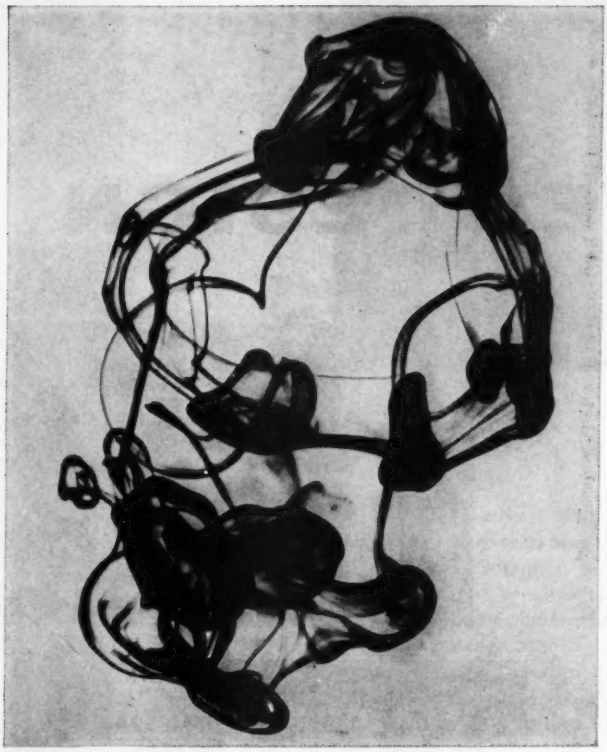
1945



1944

1948

1934

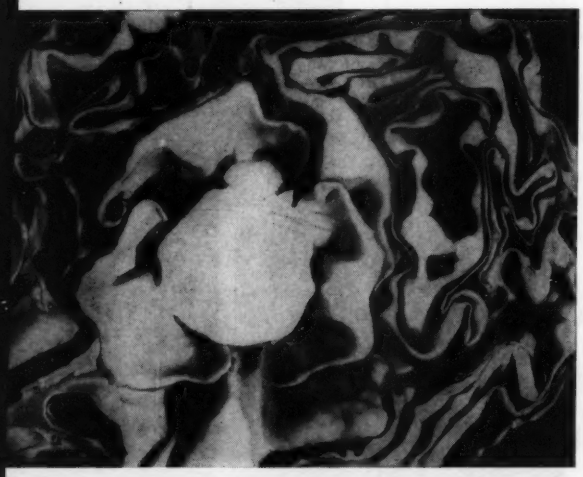


1943

1944

ALWAYS: EXPERIMENT

1943



The history of creative photography is short and precocious. Little wonder too: born in black-and-white in the 19th Century, first bedecked in color in 1935 by Eastman. Sudden success, finally caught in the devouring pace of daily newspapers, weekly and monthly magazines, creating an age of visual communication. Very much in step with a whirling over-fastly paced world. Who has time to stop, to find new ways of using the visual language?

Yet lips that would speak eloquently with a visual tongue need new words. And to Herbert Matter photographic expression is still mute when the camera eye records "reality" and imitates the painter. He looks, with unceasing experiment, for as yet unseen concepts which can be expressed only through the photographic medium.

A photographer's sketch pad, his experiments, recognize no censor, no immediate purpose but the

1945

search. The struggle to break what Matter calls "the chains of documentation" leads him far, but not too far from his studio. It is precisely there that he breaks limits, finds new photographic speech.

His pictures at first seem strange to the eye. No wonder, they are fresh images. Yet they are unlocked from the secret world of the commonplace. Household items heretofore ignored: a drop of India ink in water, *above left* (what's this? a drawing of a fairy-tale animal?); a head of cabbage sliced in half, *left*, then partially reversed, becomes a flower form—or what your associations will make it. He has used crumpled paper and tinfoil, transparent cement between plates of glass. He has added grain, *above right*, created deliberate blurs.

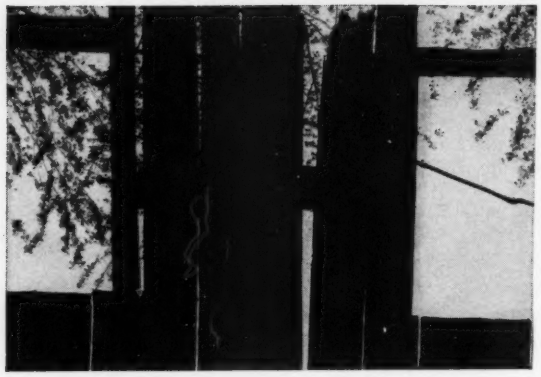
A darkroom perfectionist, Matter has found pictorial wealth also in the commonplace of his craft—within the ordinary photographic processes themselves. Brush strokes on a wet emulsion plate, charged by electrical current, account for what might almost be a specimen of Chinese calligraphy, *above center*.

Persistent trial and error have their reward. Accident, too. Such was the case in 1943 when Matter chanced on the beauties of light drawings (*page 80*). Where? On board ship entering the port of Havana at night. Why? Unknown to him the idle camera about his neck, shutter wide open, was making an image.

This experimental world cannot be seen by his two eyes, sometimes not by the lens of his camera. Light beams moving in different depths, reversal effects, photograms. Yet through experiment, new pictures featuring the interplay of light, the rhythm of form, have been created with infinite taste, discipline.

The essential: A vision which is his. So is the speech, in the language of the new eye, photography.

1953



1942

1937

EVER: A POET'S EYE

1937

1928

As you view Matter's "straight" photographs, one fact becomes evident: this is not photo-journalism, not documentation. He is not a man who uses his camera for social realism or recording. Matter is not interested in filming an event as it flashes before his eyes.

His eye is not confined by the walls of darkroom and studio. It scans the sun and sky outdoors, as well as the face and form of people. Yet his world of Nature is not reported. His subject matter has no personal identity. It does not invite you to act the "Peeping Tom." His subjects breathe only in so far as they are part of an over-all visual statement which Matter wants to make concerning the world about him.

What is this world? It is a world of praise of Nature, its elements, its vitality. In praise of wind, sun, sky (*lower left*). In praise of the unexpected beauty which exists about us. Deliberately avoiding depth, he finds an organized pattern of lovely forms playing against each other through a broken wall (*top, far left*). A swirl of birds in flight is so direct that you can almost hear the beating of the wings (*next page*). Even the dancing Indian boy (*top, left*) moves in a prayer for the gods of Nature.

Each of Matter's photographs then becomes an idea, a symbol of a whole attitude towards life. And this is their creative quality. For this is adding the man to the mechanics and discipline of the tool, the camera.

Among the pictorial arts, it would seem that photography has the simplest job. Yet this is a delusion. The frightening ease with which the camera can take a picture is beguiling. To the creative photographer, the camera must seem at times an enemy, a machine whose very efficiency must be overcome.

Photography is a matter of techniques. It is a matter of selection, perception. Always it is a matter of abstraction. For reality is a three-dimensional world of color, unframed, moving. Black-and-white flat pictures communicate to us because we have learned to "read" them visually. To the primitive, they are no more real than the effigy he carves from a piece of wood or a stick figure drawing.

Realizing this, Herbert Matter uses the photograph as a timeless symbol. Since the gypsy child (*left*), his first significant photograph done in Paris in 1928, he has striven to refine his picture-making, to make it a part of his disciplined, artist's vision.

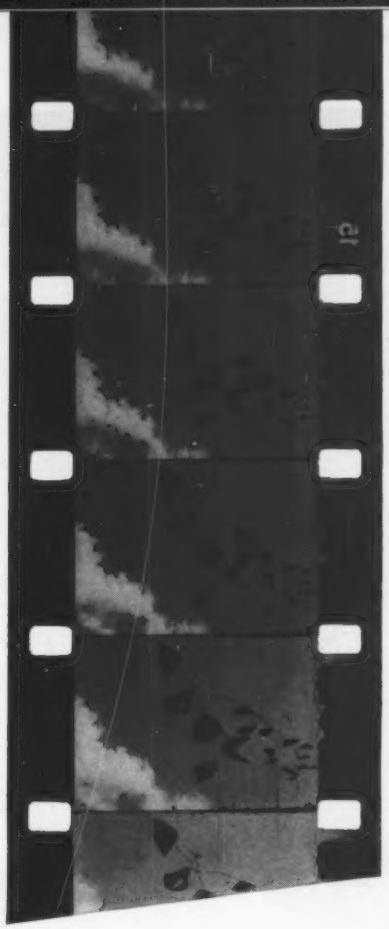
Of another profession, it has been said: Good doc-

tors are first good men. No less true in photography perhaps, where humility to develop and honesty to ask questions is so important. Technical skill and brilliance are not enough. A creative photographer does more than make pictures. He creates himself by entering into his work.

A short while ago, on the eve of his departure for Europe, Matter received some written notes of praise from an admirer. His answer unconsciously did more honor to himself than to the review of his work. Said he: "It makes me feel like I should make some good pictures."

1937

1950



CURRENT: FILM-MAKER

Marlene Dietrich was responsible for ending Herbert Matter's student days in Paris. She wouldn't remember the incident; she didn't even know.

It happened this way: Foreigners at school in France need student visas, which cost a few francs. Matter forgot to renew his visa. One night a student hangout was raided by officials. The place: a small theatre which showed arty American films. Featured that night was Dietrich. The houselights went up and, within a few hours, Matter was on a train bound for home, Switzerland, and the start of his career.

Today motion pictures seem to be responsible once again for keeping Matter on the move. Recently his free time and energy have been spent in shooting and editing films. His most noted project has been a successful color film on Alexander Calder and his mobile sculptures. Less widely seen has been the picture he made on Afro-Cuban dance.

Above are two stills and a film strip from the Calder movie. And they bear, once again, a direct connection with his other work. Certainly the same eye sees the Calder mobile broken in pattern against a sky as sees the birds in flight (*opposite*). Mobiles from the flight of nature.

His entry into film-making hardly seems surprising. His choice of subject matter seems almost pre-ordained. The chief flavor of his work in still photography has been motion, self-contained. Eventually it would seem he must attack motion directly and alive. What more natural topics than Calder—exponent of spatial mobility—and dance—the expression of rhythm?

Here, too, Matter continues his self-criticism and search. Both films, he feels, have been limited in that they are forms of documentation and exposition. In films, too, he would not be merely the recorder. He is searching for an expression that is freer, more personal. His own visions shared—in motion on film.

Today he works unrestricted and alone on Film Project Three: Subject: Negro spirituals. When and if he is satisfied, it will be seen. That is the exciting quality of Matter's work. It is never finished. It remains to be seen.

Kitchen is good spot—refreshments handy. Wife may not appreciate this. Remedy? Put her to work too, as shown!

SIMPLEST DARKROOM

111 Photography - Studios & darkrooms

All you need is a *little* space, plus imagination

YOU CAN HAVE your own darkroom, regardless of where you live. A simple outfit can be set up quickly in a small space, then can be disassembled easily when you are finished working. If you work at night, as most people do, you won't even have trouble making your darkroom dark—a blanket hung over the window is usually sufficient.

The kitchen and bathroom setups shown above are the two most obvious improvised darkrooms. Actually, almost any spaces large enough to hold the trays and enlarger will suffice. The heart of the whole affair is a sheet of plywood or wide board and a place on which to set it firmly. Or, a pair of bridge tables may do handily. Next in importance is a goodly supply of the Sunday newspapers. These make a multi-layer covering for the working surface which will absorb all mess and reduce cleanup to the few seconds necessary to crumple and dispose of the newspapers.

It is not necessary to have running water right at the scene of operations. Fixed prints can be stacked temporarily in a large tray of water, then carried to an adjacent bathtub or sink for washing. Do not think that such a darkroom will be a handicap and prevent you from making good prints. That's nonsense. Some of the finest prints shown at the Museum of Modern Art in New York have come from facilities no more elaborate than these.

What is necessary is careful organization and planning of your operations. Keep equipment to the absolute minimum consistent with good results. Prepare storage facilities so that everything has its own place—a box under a table or in the bottom of a closet will do.

How long does it take to set up such a rig? Less than five minutes, without rushing. How much does a minimum darkroom cost? Excluding the enlarger, very little; take a look at the check list opposite.—F. F. PYPE

If you have 2 x 4 inefficiency kitchen, try bathroom. "C" clamp holds tray board securely to ladder top.

△ **Film processing needs; printing needs** ▽

Simplest darkroom check list

To process films you need the following:

32 OZ. GRADUATE—costs about 60 cents for a glass one.

DEVELOPING TANK—Load it in a closet or in a changing bag, do the rest in room light. FR "Special" shown is $3.40; other kinds cost less or more.

THERMOMETER—a must for temperature control. Kodak Stirring Rod glass type sells for $2.85.

FILM CLIPS—for hanging the finished product up to dry. About 25 cents each.

DEVELOPER—Simplest to use are the ready-mixed liquid types, such as Ansco Finex-L, $1.25 per quart. Ready-to-mix powders work as well, cost less; Kodak Microdol is 51 cents for the quart size.

FIXER—Ready-mixed concentrated liquid FR Fixol costs 99 cents, makes one gallon (there are other liquid fixers, too). Powder form, such as Ansco Acid Fixer, makes a quart for 20 cents.

WETTING AGENT—A few drops in final rinse after washing lets film dry without water spots. Kodak Photo-Flo, 90 cents per pint. Other brands, too.

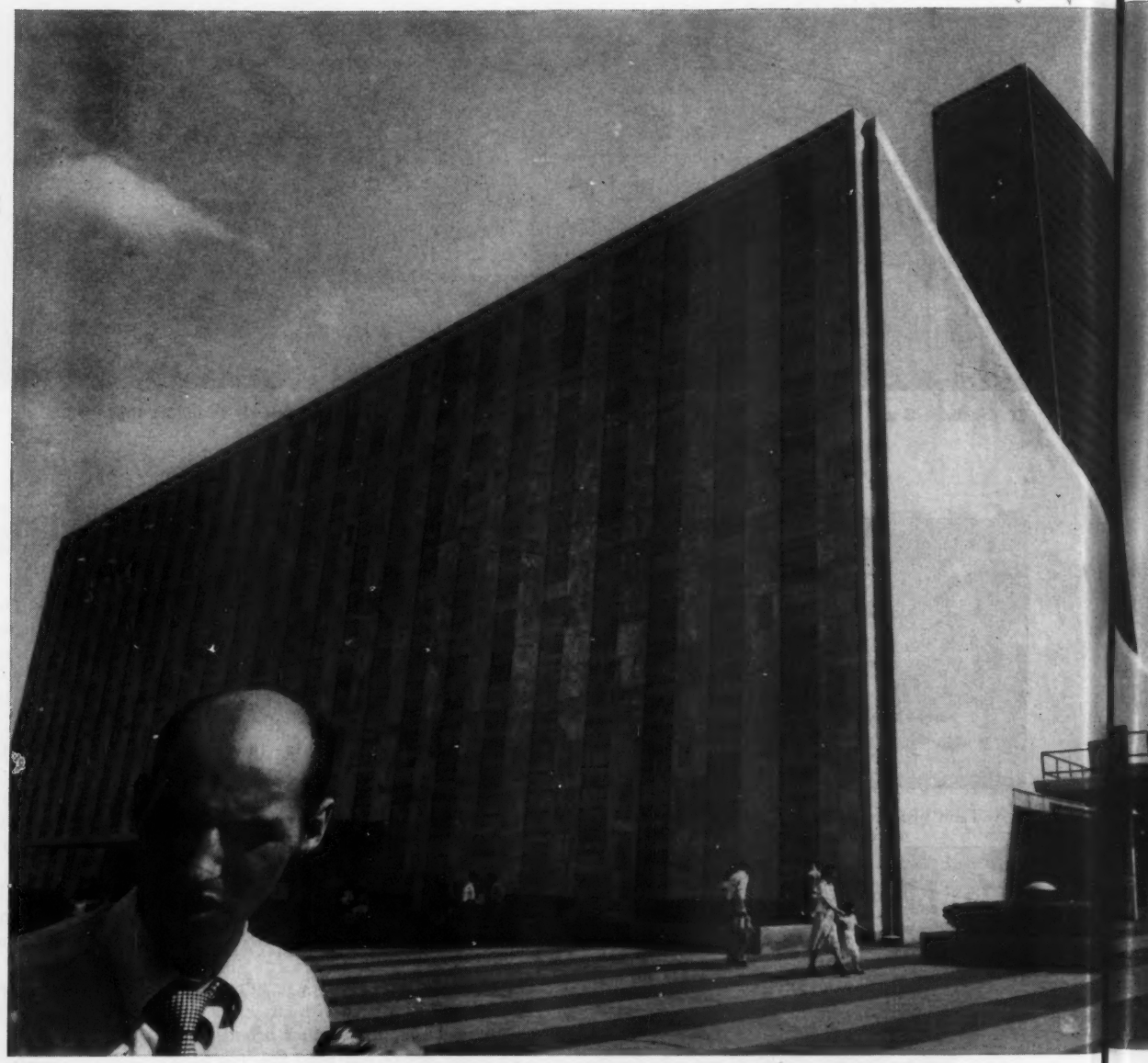
To make prints you need the following:

ENLARGER—Take your choice; *(Continued on page 125)*

Modern tests a lens, and creates new uses for it

... by Arthur Kramer

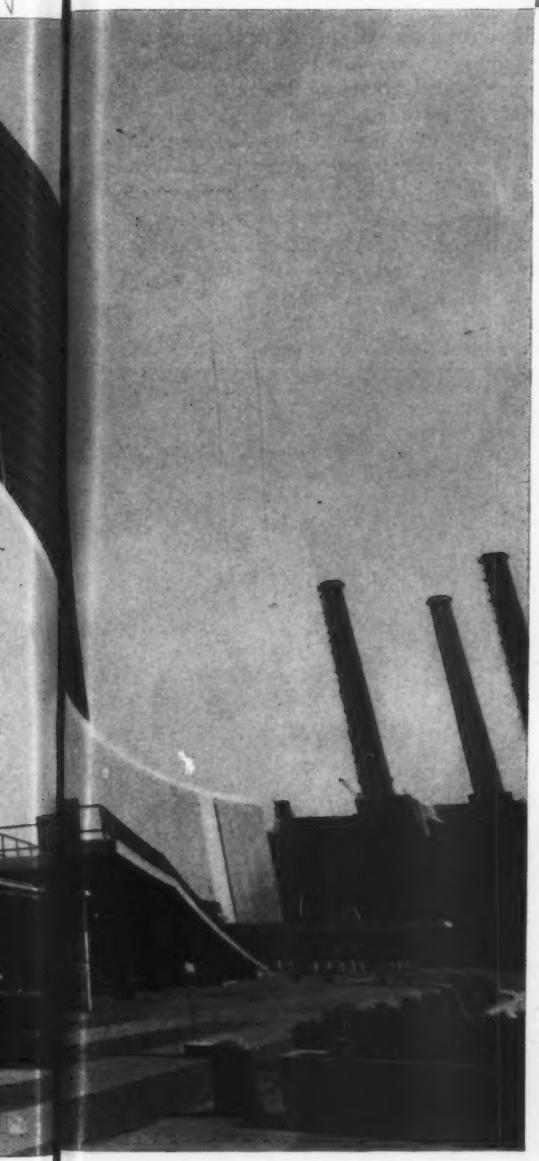
Lenses - Photographic



With lens stopped down to f/22, man 3 ft. from camera, and distant background are both in accurate focus.

Widest angle lens yet for 35mm cameras is Carl Zeiss f/4.5, 21mm Biogon. Besides being excellent for normal uses, breaking technical rules with it produces unique results

Biogon, which only fits the Contax, needs accessory finder.



Custard pies were meant to be eaten. The first comic who threw a pie at his confrere created an entirely new use for it. The new Carl Zeiss wide-angle 21mm f/4.5 Biogon lens is not a custard pie. But when MODERN tested this widest of all available lenses for 35mm cameras, we did find that it opened an entirely new field for photographic imagination.

The distributor, Carl Zeiss Inc., warned that the lens must in no case be used except on a level plane or a tremendous amount of angular distortion would result. We deliberately paid no attention. We've been creating angular distortion ever since. Frankly we like it. But before we enjoy angular distortion thoroughly, we should know something about it.

If you point a camera either upwards or downwards, say to include an entire building in your photo, the structure will appear to be falling over backwards in the final print. This is caused by the film plane not being parallel to the subject. When you use a wide angle lens, additional distortions are introduced. Objects at the edge of the field are distorted more than those at the center. And the wider the angle of the lens and the more it is tilted away from level, the more distortion you get (see *Myths About Lenses*, Sept. issue, for more information on distortion).

Here's what happens

Let's see how all this works out in practice. Take a look at the poor old U.N. buildings opposite, for instance. The figure in the foreground is in a corner of the picture and thus distorted. All the buildings are leaning over backwards, a rather questionable type of construction. The power plant at the right seems to have a curious affinity for the buildings in the center.

Reality doesn't get much help from this lens on pages *94* and *95* either. If you have a desire to make yourself look tall, you need no longer buy shoes with built up heels. Point the new Zeiss lens towards your feet and they will look miles away from your head. It's not the most flattering portrait but it *is* different.

If you suffer from fear of falling buildings, we wouldn't recommend this lens for taking pictures of tall structures (*page 95*).

Whether looking up or down, the Biogon lens creates the unusual

Of course, to an extent, all these distortions can be accomplished with the available wide-angle lenses for 35mm cameras such as the 28mm or 35mm, but the new Zeiss 21mm lens just makes things a bit more unreal.

Now that we've found out how to use both lenses and custard pies for unusual purposes, let's see how the new Zeiss lens acts and works under normal conditions.

Although wide-angle lenses covering 90 degrees are nothing unusual in the view camera field, wide-angle lens in terms of the 35mm camera has come to mean, generally, a 28mm or 35mm lens. The 35mm lens covers an area of about 68 degrees while the "extreme" wide-angle 28mm lens covers 76 degrees. The 90-degree Biogon, which can be had only in Contax bayonet mount, is an eight-glass lens having five cemented elements. First tests on the prototype available were made on an optical bench. Definition seemed excellent at all apertures. Aberrations typical of many wide-angle lenses were virtually non-existent. Illumination was quite good to the edges with only a slight shift of focus at and beyond f/16. Practical field tests produced excellent pictures even at full aperture, bearing out results seen in the bench tests. Pictures were sharp at f4/5 even at the very edges. When the lens was stopped down to its smallest aperture, f/22, definition was still excellent. The camera and wide angle lens were kept level at all times when serious work was undertaken. Foreground subject matter which might appear in the corners of the negative was avoided to minimize any possible distortion.

Unusual lens mount

The lens mount has a very unusual and ingenious mechanical structure. It's almost twice as long as its focal length. The rear element practically touches the focal plane shutter. Since it's a convex surface of high curvature, a rotating guard has been fitted to the back of the lens mount to protect the glass surface. The mount guard must rotate so that the lens can be twisted into the bayonet mount of the Contax. To fit the lens into the camera's outer bayonet, it is necessary to line up the two red dots at the rear of the lens and place the focusing mount of both camera and lens at infinity. The lens is calibrated from 3 ft. to infinity and f/4.5 to f/22. Price of lens is $269. The accessory finder costs $25.—THE END

Self portraiture of a different sort is accomplished by pointing camera toward your own feet. Biogon, f/22, 1/25.

◁ **Although 21mm Biogon is meant for confined spaces, it shouldn't be tilted from level unless you like falling buildings. Data: f/11 and 1/100 sec.**

Although it's fun tilting the new Carl Zeiss 21mm Biogon to create pictures with angular distortion, the lens will probably find more practical use covering extreme wide angles while held level to reduce distortion to a minimum. Picture at *right* shows information desk at U.N. photographed with normal 50mm lens covering about 40 degrees. At *far right*, from same subject to camera distance, 21mm Biogon takes in 90 degree field of view. Both pictures: Super-XX, 1/5, f/4.5. ▷

PHOTO COURSE

No.2 For better indoor pictures learn to handle these 10 situations

We continue with a new approach to learning photography. We add flash or flood to a box-type camera and go indoors for the natural, the spontaneous, the revealing moments which give force and meaning to the pictures of people in our lives.

What sort of problems are we likely to encounter? How can we use our equipment to join those two inseparables of better photography—seeing and technique?

Ideally, the camera should witness, not disrupt—be the unobtrusive observer at all times. But we need extra illumination to record the image. And strong light itself draws attention to both photographer and camera. Heads turn. Action changes. Suddenly the spontaneity we want in photographs is erased from the scene.

There are a number of ways, however, that anyone can use to maintain naturalness. First, train your eye to distinguish between "bad" and "good" before making an exposure. Pause between shots till people resume normal expressions or activities. Let static and forced moments go by. As you learn *what* to take, you must also learn *what not* to take with film and camera.

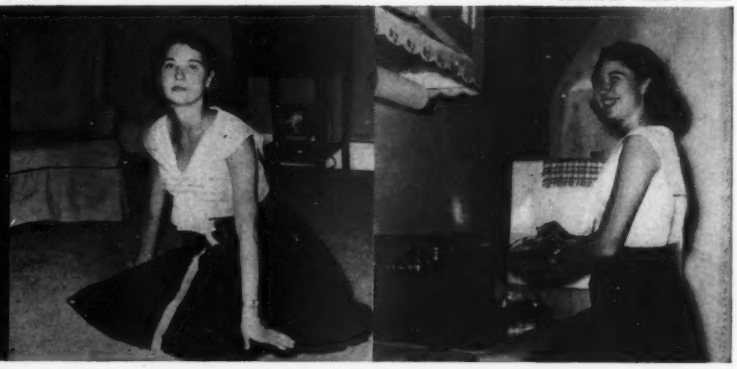
The ten picture situations shown here illustrate that approach as well as shooting problems you may encounter with a simple camera. The camera we used was a fixed-focus, fixed-aperture Anscoflex. Lighting was flash-on-the-camera, or flood. Using this equipment we present answers which will help you make more revealing pictures of the individuals in your world.

PHOTOS BY ARTHUR KRAMER

BACKGROUND

BAD Time after time background is the culprit — the combination of distracting items which steals attention from the main subject.

GOOD Instead of resorting to plain settings, make surrounding objects work for you. Ideally they should form an integral part of the entire photographic scene.



BABY

BAD Too much pillow, too much sofa, far too much listless baby!

GOOD If the face is the thing shoot "head-on" using a closeup attachment; maintain expression by giving child time to get used to bright floods. A plain background helps set off the mood.

FLASH LIGHTING

BAD That washed-out look comes from using a strong bulb too close—badly overexposing film.

GOOD Take your pick of ways to reduce light reaching subject: 1. cover reflector front with a handkerchief, 2. use a weaker bulb which fits your flashgun.

CLOSEUP

BAD A portrait made closer to subject than your camera permits will inevitably appear blurred.

GOOD The answer is simple — use an inexpensive closeup attachment. Floods will give the best modeling if you keep one stronger than the other to produce some interesting shadows.

GROUP

BAD Three boys confined indoors on a rainy day! Is there anything as lifeless photographically as reluctant models when they are posed stiffly on a couch?

GOOD The simplest thing can provide that essential center of interest. Chair here is actually a rocket ship and boys, explorers.

SPONTANEITY

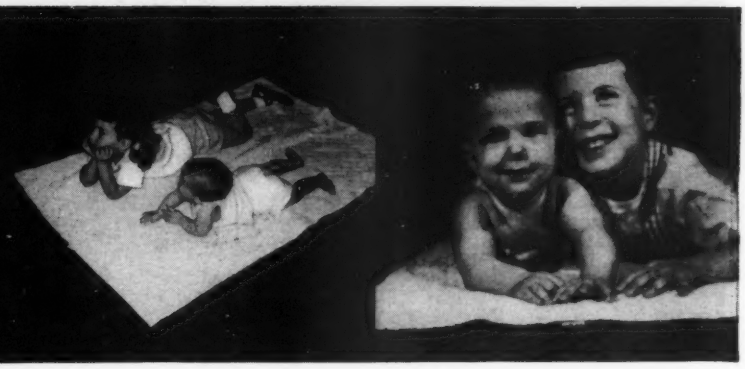
BAD No matter how lively the smile, background and position of arms and legs can combine to give your shots a static quality.

GOOD Catch them doing something, even if you have to start it off yourself. In this case permission to jump on couch provided an irresistible combination.

ANGLE

BAD Shooting from above puts picture emphasis on bodies, legs, arms, and pad, instead of on the inherent charm of this situation.

GOOD Vary your camera point of view to capture on film the mood of what you saw. Don't be afraid to get down to a child's level if that will solve the problem.



GLAMOUR

BAD Foot and skirt both win out here as attention getters. Additional competition comes from the lamp, busy background.

GOOD Put her in the center of a simple stage. The full skirt set in a wide circle makes a fine prop for a pretty and animated face.

FRAMING

BAD When a lively scene lacks punch often it's because camera was far from main subject. Girls' faces are too small to compete with the distracting background.

GOOD Try to fill your viewfinder completely. Taking a few steps forward usually won't destroy the spontaneity of the action.

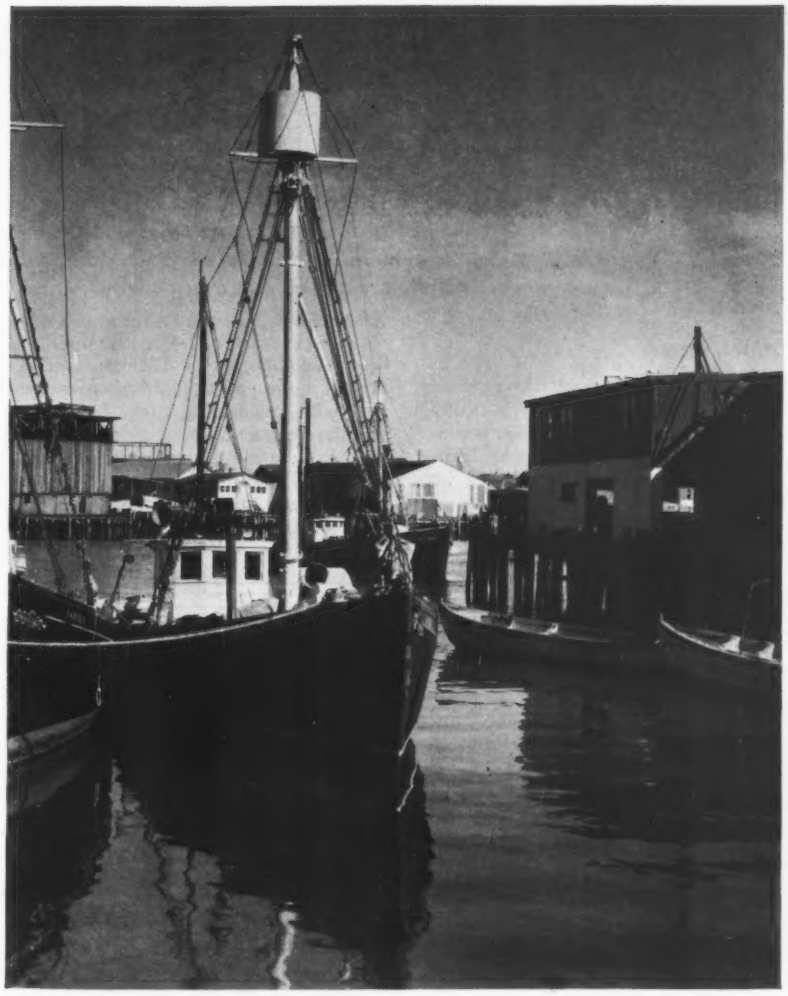
FLOOD LIGHTING

BAD Watch those shadows. Expression is often the most important part of the picture.

GOOD Best results with a box camera at "I" (instantaneous) are obtained using two No. 2 floods at 3 feet from subject. Place one light on each side of camera. Use your close-up lens.

Which Kodak paper would *you* print it on?*

That's a good question. Far be it from us to force our opinions on anyone. So, we decided to carry this picture around and quiz a few other people.



Our first quizzee is a salon man, all the way. "How would you print it?" we said. "Big, blue, and glossy," he said, just like that. "Kodak Medalist J, ferrotyped. Look at those shadows and reflections. Very delicate. Lose 'em, and you lose the picture. Medalist keeps 'em —it has the best tone separation of any paper, for my money. High surface sheen keeps both the tonal separation *and* the punch. You have to go for impact in a salon print—the judges only see it a few seconds. I'd print it just as sharp and crisp as I could—tone it blue —and Medalist J is the paper."

Next man was a salon man too. Very successful. Didn't hesitate a moment. "Medalist J," he said, "toned blue." "We're in a rut," we said. "Can't help it," he said; "it's the right paper. High lustre brings out the shadows. Medalist tones a good grey-blue, slate-blue tone—none of your bright blueprint blues. It's *the* paper for this scene."

Our third man took a little more time. "Depends," he said. "To exhibit, I'd pick Illustrators' Special E. Good surface, swell quality. Tones to a good *bright* blue—none of these slaty blues. For hanging at home—either Illustrators' Special or Kodak Opal, but not blue-toned. Either natural black or brown-black, or warm brown tone. Might try Opal in a silk surface—put more sparkle in the water."

Fourth man is an old-timer. "Opal for me," he said. "Usually G. Gives me everything I want for practically every subject I like. I think I'd like this one gold-toned to a rich brown. Might even try a paper negative; get rid of some of the fine detail and work for broader masses. I like surface textures in a print, and Opal has them all."

Finally, we asked our photoengraver. After all, he has the practical problem of making good halftone plates from the print. "Kodabromide or Medalist," he said. "Good clean blacks. Glossy F. Lots of snap. Don't give me dull-surfaced prints or I'll have to grease 'em."

We finally concluded that there are many ways to interpret a good picture; and that whatever your preference, Kodak makes a paper to fit it. Next time you're at your Kodak dealer's, let him show you his Kodak paper sample book. Try some new papers and surfaces. That's the route to finer prints.

***Kodak Papers to choose from**

FOR FINE ENLARGEMENTS:

- **Ektalure**
- **Illustrators' Special**
- **Kodabromide**
- **Medalist**
- **Mural**
- **Translite Enlarging**
- **Opal**
- **Platino**

FOR CONTACT PRINTING:

- **Ad-Type**
- **Aristo**
- **Athena**
- **Azo**
- **Resisto**
- **Velite**
- **Velox**

Kodak

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

ANGLE

BAD Shooting from above puts picture emphasis on bodies, legs, arms, and pad, instead of on the inherent charm of this situation.

GOOD Vary your camera point of view to capture on film the mood of what you saw. Don't be afraid to get down to a child's level if that will solve the problem.

GLAMOUR

BAD Foot and skirt both win out here as attention getters. Additional competition comes from the lamp, busy background.

GOOD Put her in the center of a simple stage. The full skirt set in a wide circle makes a fine prop for a pretty and animated face.

FRAMING

BAD When a lively scene lacks punch often it's because camera was far from main subject. Girls' faces are too small to compete with the distracting background.

GOOD Try to fill your viewfinder completely. Taking a few steps forward usually won't destroy the spontaneity of the action.

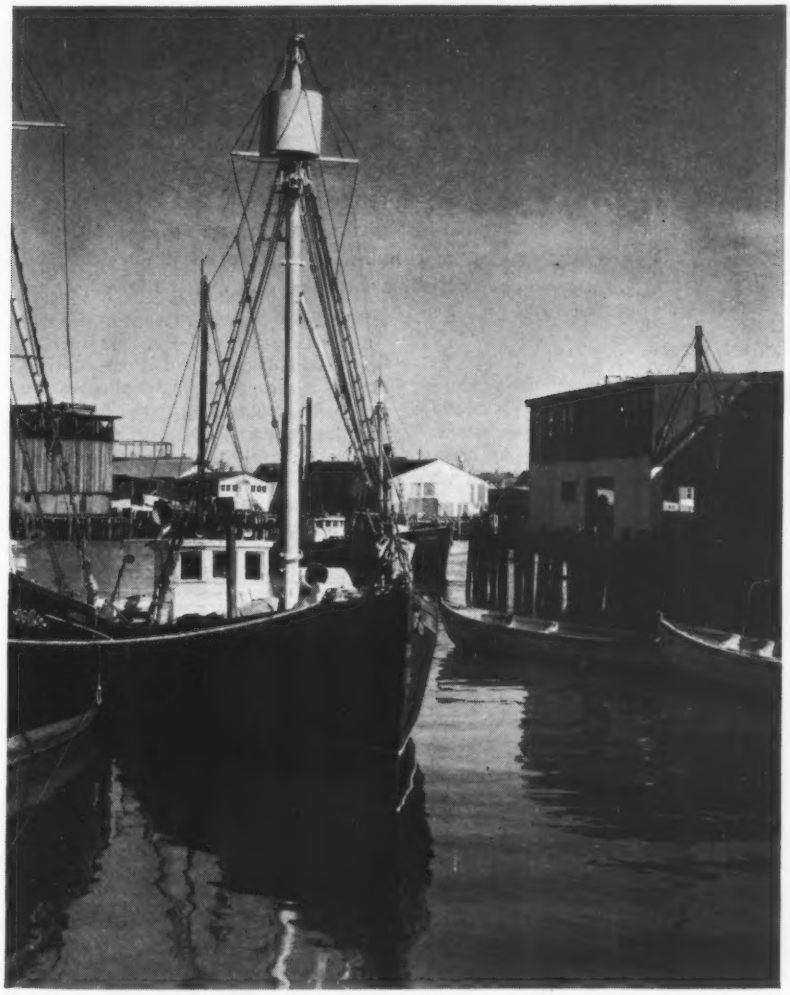
FLOOD LIGHTING

BAD Watch those shadows. Expression is often the most important part of the picture.

GOOD Best results with a box camera at "I" (instantaneous) are obtained using two No. 2 floods at 3 feet from subject. Place one light on each side of camera. Use your close-up lens.

Which Kodak paper would *you* print it on?*

That's a good question. Far be it from us to force our opinions on anyone. So, we decided to carry this picture around and quiz a few other people.



Our first quizzee is a salon man, all the way. "How would you print it?" we said. "Big, blue, and glossy," he said, just like that. "Kodak Medalist J, ferrotyped. Look at those shadows and reflections. Very delicate. Lose 'em, and you lose the picture. Medalist keeps 'em—it has the best tone separation of any paper, for my money. High surface sheen keeps both the tonal separation *and* the punch. You have to go for impact in a salon print—the judges only see it a few seconds. I'd print it just as sharp and crisp as I could—tone it blue—and Medalist J is the paper."

Next man was a salon man too. Very successful. Didn't hesitate a moment. "Medalist J," he said, "toned blue." "We're in a rut," we said. "Can't help it," he said; "it's the right paper. High lustre brings out the shadows. Medalist tones a good grey-blue, slate-blue tone—none of your bright blueprint blues. It's *the* paper for this scene."

Our third man took a little more time. "Depends," he said. "To exhibit, I'd pick Illustrators' Special E. Good surface, swell quality. Tones to a good *bright* blue—none of these slaty blues. For hanging at home—either Illustrators' Special or Kodak Opal, but not blue-toned. Either natural black or brown-black, or warm brown tone. Might try Opal in a silk surface—put more sparkle in the water."

Fourth man is an old-timer. "Opal for me," he said. "Usually G. Gives me everything I want for practically every subject I like. I think I'd like this one gold-toned to a rich brown. Might even try a paper negative; get rid of some of the fine detail and work for broader masses. I like surface textures in a print, and Opal has them all."

Finally, we asked our photoengraver. After all, he has the practical problem of making good halftone plates from the print. "Kodabromide or Medalist," he said. "Good clean blacks. Glossy F. Lots of snap. Don't give me dull-surfaced prints or I'll have to grease 'em."

We finally concluded that there are many ways to interpret a good picture; and that whatever your preference, Kodak makes a paper to fit it. Next time you're at your Kodak dealer's, let him show you his Kodak paper sample book. Try some new papers and surfaces. That's the route to finer prints.

***Kodak Papers to choose from**

FOR FINE ENLARGEMENTS:

- Ektalure
- Illustrators' Special
- Kodabromide
- Medalist
- Mural
- Translite Enlarging
- Opal
- Platino

FOR CONTACT PRINTING:

- Ad-Type
- Aristo
- Athena
- Azo
- Resisto
- Velite
- Velox

Kodak

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

The Kodak BULLETIN

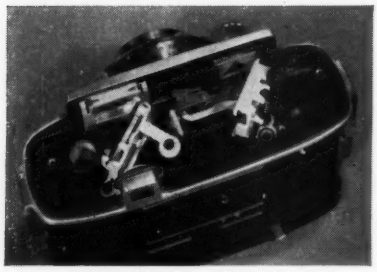
Neck Stretchers

—and the difference in Kodak Opal Paper that makes the difference . . . how many miles of pictures to expect from a B-C battery . . . a thrifty "insurance policy" for your camera . . . how to save eyestrain while counting seconds . . . the safelamp that offers extra service everywhere . . . and how to make hypo-mixing a pleasure.

Sharper, clearer

Do Kodak Signet 35 Cameras produce a higher percentage of sharp, correctly exposed pictures than the average miniature camera? We think so. At least, that's what we had in mind when we designed the Signet.

You *can* take out-of-focus pictures with a Signet, but you have to work at it. First, we build the camera with a coupled rangefinder that's extremely accurate, all the way from 2 feet to infinity. We couple this rangefinder to a very



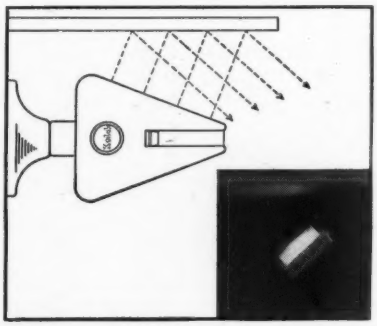
solid, precisely machined all-metal ball-bearing lens mount. In the mount, we put a Kodak Ektar 44mm *f*/3.5 Lens, which is not only as sharp as any camera lens you can get, but also has more depth of field than a 50mm lens. And, in case you choose to set by scale, we provide focusing and field-depth scales that are unusually legible, with plenty of length for extra-accurate setting.

Then—for exposure—we equip the Signet with Kodak's famous "red dot" system. Set the lens aperture at the red dot, shutter at the red "50"—and you're all set for Kodachrome Film on a sunny day. For Plus-X, set the aperture at the red "11." For other conditions, or other films—there's a quick-action exposure calculator right on the back of the camera. Mighty handy, whether you're a veteran or a beginner.

Of course, there's a lot more than this to the Signet. For $87.50, it's quite a camera.

Obliging lamp

The more we use the Kodak 2-Way Safelamp, the better we like it. We've tried it in a ceiling socket, with Wratten 0A Safelights on *both* sides—and it throws a nice gentle light all over the darkroom, brightening up the odd nooks and dark corners. We've tried it on the wall, at a safe 4-foot height above the print trays, and it pours out all the light we can use. Now we've tried it close over the sink, under a wide shelf with



the underside painted white. To develop a print, we turn the safelight up, and we have soft indirect light by reflection from the white shelf. To inspect the print after it's in the hypo, we swivel the light down, and we have about four times as much light as when we were developing. Every darkroom ought to have one or two of these useful widgets. The $4.50 price includes the 0A Safelight Filter (for contact and enlarging papers) and a 15-watt 110-130-volt lamp.

75 dollars for 45 cents

To wash a print properly takes 1 to 2 hours in running water. But if you first put the print in a 2% solution of Kodalk Balanced Alkali for two minutes, it will wash in *half* the usual time. A pound of this alkali costs 45¢, and will make enough 2% solution to alkalize over 600 double-weight 8 x 10 enlargements. Now, suppose you average 12 such prints, in an average evening. That makes 50 batches, 50 evenings, to reach 600 prints. If you save only half an hour of wash time on each batch, you've saved 25 hours of laundry supervision. If your print-making time is worth $3 an hour to you, you've saved $75 worth —all by investing 45¢ in a pound of Kodalk Balanced Alkali. Maybe we should raise the price of this wonderful stuff! You can get it at your Kodak dealer's.

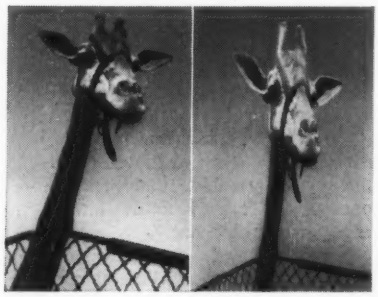
Kodafix

One of the less exciting aspects of darkroom work is hypo-mixing. All right, what's the answer?

Kodafix is. It's a concentrated liquid fixer. Comes in quart bottles, $1 flat. Pour a quart into three quarts of water, shake once, and you have a gallon of excellent fixer for films. Pour a quart into seven quarts of water, and you have *two* gallons of first-rate fixer for prints. Just like that.

Rubberneck

We keep talking about the distortion controls on the Kodak Flurolite Enlarger, and how terrific they are (in conjunction with a tilted easel) for squaring up tilted buildings and such. Who wants to straighten up an old building? This is more fun:



Of course, if you *should* want to square up a building, or stretch a tree, the Flurolite will help you there, too. In fact, between the Flurolite's tilting head and rotating negative carrier, you can adjust distortion in all planes. Or create it in all planes (but don't try it on portraits of your friends!).

This universal distortion-control is just one of the many things—along with the modern cold-light system, integrating-sphere lamp house, big paper-cabinet base, long bellows, lens interchange, rapid setting—that make the Flurolite a "best buy" among enlargers. $99.50, less lens. Ask your Kodak dealer.

& Laundry Aids

Hickory, dickory, dock . . .

. . . a darkroom needs a clock. There's nothing worse than squinting painfully at a small wrist watch dial in a dim light.

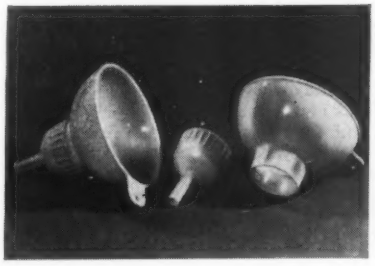
The Kodak Timer has a tilting base so you can tip it for easy reading under

darkroom lights. It has a split-second hand and a minute hand so you can time from part of a second to sixty minutes. The start and stop switch lets you stop the timer and then restart it without resetting the hands.

The Kodak Timer sits happily on bench, table, or shelf, or can be attached to the wall if you wish. Price, $7.95 at your Kodak dealer's. We think you ought to have one.

Slop, splash, #$%%&@¢?!

Chemical solutions belong in a bottle, not on the floor. So, if you don't have a



good darkroom funnel, take a look at the Kodak Combination Funnel.

It's made in two sections which can be used as single units, or together as one funnel. Just like having three different sizes. Handy, three-in-one, non-corrosive, the Kodak Combination Funnel is an 85¢ darkroom bargain.

Fashion in flash

We feel that a camera and flash attachment ought to look well together. So, since the Kodak Bantam RF Camera is such a handsome miniature, we've made a Kodak Standard Flasholder in matching brown. Looks smart, costs only $7.95, the same price as the usual black. And for $2.95 you can convert it to B-C power with a Kodak B-C Flashpack.

B-C mileage

A maker of photoflash batteries figures that one of his B-C flash unit batteries is good for up to 4½ miles of 4 x 5 film!

That's 20,000 shots on one battery. Of course, the reason Kodak is so enthusiastic about B-C flash is that it's surefire—practically never misses unless you have a loose connection or a bulb with a dirty base. And, too, B-C has the extra punch you need for extension flash work. We make three B-C units—the thrifty Kodak B-C Flashpack, to slip into most regular straight-battery flash holders, $2.95; the Kodak B-C Flasholder, $9.95; and the professional Kodak Ektalux Flasholder, $29.75 up, depending on the camera bracket you choose. If you aren't using B-C, now's the time to switch over.

Camera insurance

For $87.50 you can buy a Kodak Signet 35 Camera. For about 10% ($8.50) of this you can buy a Kodak Signet Field Case. Looking at it that way, it's not much to pay to protect a fine piece of equipment from the bumps, scrapes, and joggles it's bound to get in the course of day-to-day shooting. And not only is it an insurance policy that keeps your camera new-looking, always ready to go; it makes your outfit look like a million. A top-grain, full-grain leather

field case for the Kodak Chevron Camera costs $17.50; for the Kodak Pony 828 Camera, $7.00; for the Kodak Pony 135 Camera, $7.25; for the Kodak Bantam RF Camera, $7.75.

How about Opal?

Lately, we've crowed a lot about Kodak Medalist Paper—its range, versatility, responsiveness to contrast control, ease of use, ideal speed, fine quality for exhibition work, and so forth. We'll do more of that, too; it's a wonderful paper.

Lately, a few people have been asking us: "Do you think Medalist will replace Kodak Opal in salon work?" The answer is: "No, we don't."

The silver particles in an Opal print are smaller. Their small size accounts, in part, for Opal's warmth of tone. But even more important, the fine-particle structure accounts for Opal's delicacy of gradation, its ability to keep all the closely spaced tones in shadows and highlights, and the transparent, "luminous" quality of the Opal image.

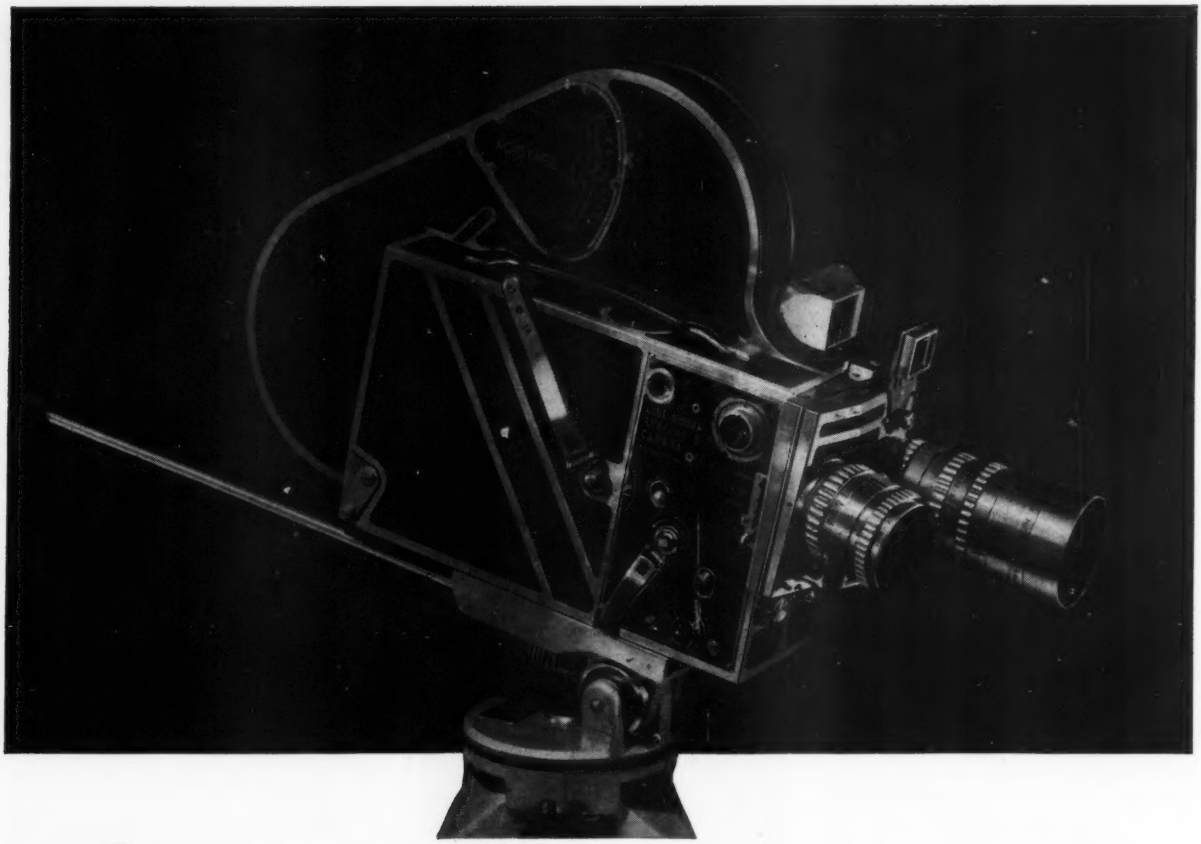
However, many an excellent negative is too high or too low in contrast to print on Opal. That is where Kodak Medalist (and Platino) fit in. Each of these superb papers comes in more than one printing grade.

In sum—you should be familiar with both Opal and Medalist. We especially recommend that you investigate high-lustre Opal K and high-lustre Medalist J. They give you much of the tonal richness of glossy paper, without the mirror-like slickness of a glossy surface. Your Kodak dealer will be happy to show you sample prints.

Prices include Federal Tax where applicable and are subject to change without notice.

Kodak

EASTMAN KODAK COMPANY, Rochester 4, N. Y.



Got an idea for a great movie?

Here's the 16mm. camera to make it click

A wonderful idea for your next movie is born! And now you need the kind of camera equipment that can help you express it on film . . . complete with fades, dissolves, mask shots, double and multiple exposures, montages, animation.

The versatile Cine-Kodak Special II Camera has all the extras you need for *creative* 16mm. movie making . . . built right into a single package.

YOU CAN...

Change lenses instantly with the angled turret which takes any two interchangeable Kodak Cine Lenses, without optical or physical interference.

Make fades and dissolves easily with the adjustable-opening shutter which can be adjusted from full open, through half- to quarter-open, to closed, even when the camera is running. Also permits precise exposure control under extreme light conditions.

Make double or multiple exposures easily. One- and eight-frame crankshafts permit precise reverse winding—or can be used for hand operation on extra-long scenes. If electric motor drive is desired, it can be attached to cranking shaft.

Frame your shots... get multiple exposures, montages, special effects, with masks which are inserted into a slot between lens and film. Set of six masks comes with the camera.

Keep exact tab on footage, right down to individual frames. Camera has three meters: Film Chamber Meter tells how much film is left on roll. Footage Meter shows exact number of feet already run. Frame Counter records individual frames. The latter two operate either in forward or reverse and provide the precise film control needed for multiple exposures and dissolves.

Focus and frame through the taking lens with the "Special II's" reflex finder. Direct-view eye-level finder permits following fast action.

Shoot entire action on one winding. The powerful spring motor will expose 38 feet of film with a single winding!

Cine-Kodak Special II Camera with Kodak Cine Ektar 25mm. f/1.9 Lens and 100-foot film chamber, $990. With Ektar f/1.9 Lens and 200-foot film chamber, $1,210. With Ektar f/1.4 Lens and 100-foot film chamber, $1,085. With Ektar f/1.4 Lens and 200-foot film chamber, $1,305. Most Kodak dealers offer convenient terms. (Prices include Federal Tax and are subject to change without notice.)

EASTMAN KODAK COMPANY, Dept. 8-V, Rochester 4, N. Y.

11-205

Please send me more information about the Cine-Kodak Special II Camera.

NAME_____ POSITION_____

COMPANY_____

STREET_____

CITY_____ (Zone) STATE_____

Rochester Public Library
115 South Avenue
Rochester Public Library
115 South Avenue

Kodak

Dr. Cinema says...

This is the last of a series of four articles on sound movies. Subject: special sound effects.

WITH TAPE and magnetic sound-on-film becoming so much a part of the amateur movie-maker's kit of tools, you may one day have occasion to record sound effects of various kinds. Perhaps some of the following methods of obtaining special effects will help solve a future problem.

Let's begin with an echo chamber—the sound effects of which are familiar to most radio listeners. You may not be able to lay out the cash it takes to buy a real echo chamber, but a pretty good substitute is easily contrived if you have access to a grand piano.

A piano "echo chamber"

Prop the lid of the piano open half way. Place a heavy weight, such as a large book, on the sustaining pedal. This takes the damper off the piano strings, allowing them to vibrate freely. Next, suspend a microphone face downward near (but not touching) the center of the sounding board. If you now direct your voice (or other sound) into the open piano, you can produce an eerie "echo" effect.

Water and wind effects

The sound of falling rain can be pretty well emulated by sprinkling rice grains on paper. Or you can put either rice or fine gravel on the head of a drum and swish it around.

Supposing you want the sound of rain trickling off a roof, out of a downspout, etc. One amateur of my acquaintance produced a realistic sound track for a scene which showed rain trickling off the eaves of a cabin onto the ground below. He got it by pouring water from a pitcher into a pan which had been lined with wet towels!

To simulate the sound of surf, try stroking a drumhead with a whisk-broom or kitchen brush. For a tiny gurgling brook, blow gently through a straw into a glass of water. For a bigger brook, use a larger container—the size of the container and depth of the water controls the quality of the gurgling sound.

A variety of wind effects can be produced by blowing across the face of the microphone. By this means you can register anything from a gentle breeze to a gale—but be sure to monitor the effect so you know how much of a breeze you're simulating. . .

Other mechanical noises

There are several ways of duplicating the sound of thunder. My favorite technique consists of simply shaking a rubber balloon containing BB shot near the microphone.

The hornet-like buzz of model airplanes can be simulated by holding a piece of celluloid (or a stiff sheet of cut film) against a spinning bicycle wheel. A piece of cardboard held against the blades of an electric fan will produce airplane and outboard-motor noises. For multi-engined aircraft or several outboard motors, use several strips of cardboard and perhaps a couple of spinning wheels. The thickness of the flexible material and the speed at which the wheel turns will govern the quality of the sound.

The closing of a door can be surprisingly well emulated by simply closing a real door! The same is true of a car door—except you may wish to avoid street noises when you record this. If so, try using a refrigerator door or slamming shut the lid of a foot locker. It's a simple matter, incidentally, to hinge a piece of board onto a miniature door frame and fit the assembly with a latch. This rig will then be handy for all the door-closing scenes you need—with or without squeaky rosin on the hinges.

A doorbell buzzer will be useful if your script calls for apartment-house buzzers, office inter-com signals, and so on. And keep an alarm clock handy for duplicating doorbell and telephone sounds as well as its own.

Horses, brawls, and steam

Galloping hoofbeats? Clap your hands together, then bring each hand down to slap your thighs, one after the other, in rapid succession. For the slower "clip-clopping" type of hoofbeats, cut a hollow rubber ball in half and clap the two halves together. For a different quality of clip-clops which suggests city pavement, use two halves of cocoanut shell on a piece of board, preferably hardwood.

Do you have a scene depicting a knock-down, drag-out brawl? The sound of a good punch in the jaw—if you have occasion to record it—can easily be emulated by hitting a head of cabbage with the handle end of a screwdriver or knife. For the sound of clothing being ripped, try tearing a piece of old, waterproofed canvas, or a discarded windowshade. The older and drier the material, the more realistic the sound of ripping and tearing will be!

A large, garden-variety hand gun intended for spraying insects is excellent for simulating the sound of escaping steam. Choose the kind of gun that builds up pressure and will continue to spray for several seconds after you stop pumping. By varying the built-up pressure, you can emulate almost anything from the gentle sighing of a tea kettle to the hiss of a radiator. By temporarily plugging the end of the spray nozzle with a pellet of putty before building up pressure, you may even be able to duplicate the explosive hiss of a bursting safety valve.

Crumpling cellophane near the mike will sound like the crackling of a fire; snapping a few brittle twigs (or pencils if you have them to spare) will add realism to the simulated sound of a wood-burning fire.

Your kitchen probably contains one of those pyramidal vegetable or cheese graters. By rubbing this with a very stiff brush you can do a fair job of imitating the exhaust noise of a steam locomotive.

You may have the occasion to make the sound of a golf shot. To do this, swing a tennis racket past the face of the mike. For the sound of the club-head striking the ball, slap an ordinary desk ruler against the palm of your hand while an assistant finishes the "swish" with the tennis racket.

Before actually recording any effect on your finished soundtrack, play it smart by taking a test recording to see how it really sounds on playback. You will probably find that certain adjustments of the mike distance, volume level, and actual recording technique make worlds of difference in the recorded results.

When possible, use authentic sounds in preference to artificial ones. This will mean building up a small "sound library" to draw upon when your script calls for specialized sound. It will be worth while to record the sound of traffic noises, construction work, cheering crowds, church bells, woodland noises, and the like. And don't overlook novel sounds that will provoke a laugh when they are dubbed into a scene for the sake of incongruity. Take for example a ritzy restaurant scene accompanied by sound recorded in a zoo at feeding time! Or an "accelerated action" shot of a child riding in a toy auto accompanied by the rending sound of a jet-engine aircraft. Get the general idea?

MOVIE SECTION ▶

There are some sounds you can't possibly duplicate yourself, but that are available on disks. If you want details as to a good source for sound-effects records, drop me a line in care of MODERN. I'll be glad to send along the name and address.—THE END

try a movie called "Glass"

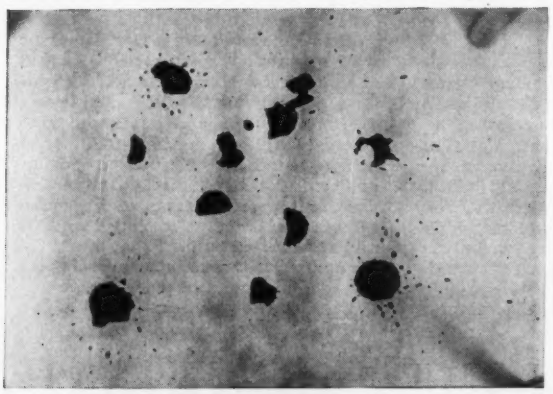
YOUR HOME MOVIE AUDIENCE WILL NEVER FORGET (FORGIVE) IT!

Editor's note: Author Ty Cotta's movie themes, like his shooting techniques (see "Nuts to Movie Making Rules," Aug. and Sept. 1951 issues of MODERN*) are unorthodox. The following idea for a home movie will probably strike you as plain wacky. Therein lies its novelty—and charm.*

LET THE SHOWER run a long time—let it run hot. Pull down the shades, turn on the photofloods, wipe off the camera lens, and write "Glass" in the condensation on the bathroom mirror. That's all the titling you'll need for this movie. But when you spring the finished film on an unsuspecting audience, be sure to take a chair near the exit! If it starts a controversy among those who see it, well and good. In that way it will at least breathe a little life into what I consider a pretty static medium—the average amateur home movie.

As long as we're going to do something different, let's *really* start off that way. Use black and white film for the title shot, and follow it with 10 to 20 feet of blank white nothing accompanied by pensive silence from you as everyone studies your masterpiece. Continue the blank scene to a point just short of the ridiculous, then let a blob of black ink appear on the screen. A second or so later, follow with another drop of ink—then let them fall faster and faster. Finally allow a face to appear in the polka-dotted picture frame (see upper right-hand picture, opposite page, for how this is done). The face should appear only briefly before the ink covers the entire picture area. Next, cut or fade quickly to rain on a car windshield. The wiper starts, the car begins to move—and a new kind of movie has had its introduction. . . .

Weird is the word for the introductory scene Ty Cotta suggests. The first 10 feet of film are blank white. The polka-dot scenes, *below*, follow as explained in the text.



Now to clarify (or pretend to) the subject of "Glass" to an audience which, in spite of itself, is almost certain to have been snared in your web of interest. Without a word in sound or title, pantomime the story of glass in a scene remindful of the old-time flickers. If this bit of acting is beyond you, have a friend do it—but let it be performed by the same person whose face appeared beneath the ink spots. The hammier the pantomime the better, but keep it *serious* ham.

To keep the pantomime scene simple, use a medium close-up camera distance, plain clothing on the actor, a gray background, and a single pane of glass as the working prop. Pantomime the use of glass in the home, laboratory, or in any other locale you can think of. Start the scene off slowly and logically, but let it become completely disorganized as the problem becomes more and more involved. Give it a fast "flicker" ending by shooting the last few feet at 8 frames per second while the actor shakes his head in growing frustration.

After this scene you have the motivation and license to take off on a dream-type sequence—pure fun with glass and movies. Leave your pantomime narrator by way of a fast pan out of the "flicker" scene and a quick pan into the opening scene of the new sequence.

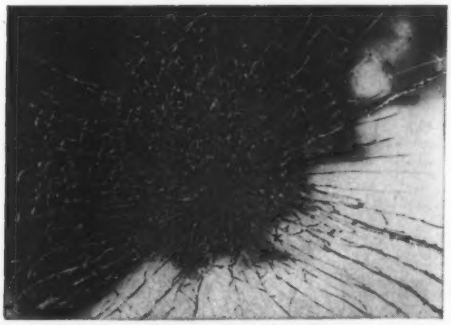
A good opener for this portion of the film might be a full screen close-up of our man's face with a magnifying glass being moved up close to and away from one eye. This should be a very short scene; its purpose is to set the mood for anything you may want to film in the way of distortion images.

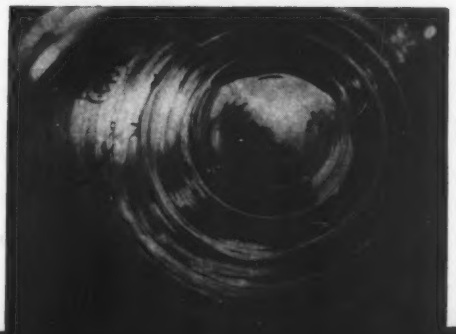
One of the most interesting distortion effects is to be had by shooting into the open end of a glass tumbler held in such a way that a subject's face is visible through the bottom of the tumbler. Revolving the tumbler will produce a spiraling movement of distorted images. Shooting a reflected image in a chrome automobile hubcap, or a large silver ball lawn ornament, will also produce weird effects. Indoors, *(Continued on page 125)*

Four cuts, *above*, from the pantomime portions of the author's film. Top picture is a cut from the opening pantomime. Second and third frames are from pantomime sections sandwiched between various action scenes. Bottom closeup is in final fadeout.

Setup for inkspot scene and shot of cat walking on glass (see text). For the falling brick shot, shatterproof glass replaces ordinary plate glass.

Three frames from action sequences of author's film. *Top*, safety glass just as brick strikes it. *Center*, pop bottle struck by stone. *Bottom*, subject filmed through the bottom of a tumbler.





IF HE KNOWS CAMERAS...

HE'LL WANT A

MINOX

III-S CAMERA

THE SMALLEST PRECISION CAMERA IN THE WORLD

AND HERE'S WHY!

It's small . . . it's light . . . and it's easy to handle. The Minox is the only camera that you can actually tuck away in your smallest pocket when not in use. And as for pictures . . . the Minox will match the finest you've ever taken.

MINOX III-S with Leather Case and Chrome Safety Chain

$139.50

ACTUAL SIZE

THESE ARE THE FEATURES:

- All shutter speeds, from ½ to 1/1000 sec., 'T' & 'B'.
- Critically sharp, f3.5 coated 4-element lens . . . resolves 200 lines per mm . . . yields superb enlargements.
- Rapid film transport — double exposure prevention.
- Focuses from 8 inches to infinity.
- Easy cartridge loading . . . no threading . . . up to 50 exposures.
- Built-in Filters.
- Brilliant, large image, eyelevel finder with illuminated field frame.
- Automatic parallax correction at all distances.
- Internal flash synchronization.

At your photo dealer or write Dept. M-11

KLING PHOTO CORP.

235 Fourth Avenue, New York 3, N. Y.
7303 Melrose Ave., Los Angeles, Calif.

cine-kinks

For double exposures and other trick effects, a deep black background is required. In photographing a full length

figure, spill light from photofloods often renders even a dark background gray rather than black. One solution to this problem is to have the subject stand in front of an archway separating two rooms. If the room behind him is kept unlighted, a deep black background can be obtained. For close-ups and small objects, a black background can be had by simply painting the inside of a cardboard box matte black. The depth of the box should be such as to prevent light reaching the bottom of it when it is placed behind an illuminated foreground subject.

—TY COTTA

If Eastman Kodak Co. has ever processed a carton of film for you, you are probably already on their mailing list to receive free copies of *Kodak Movie News.* If you aren't on their list you should be—especially if you want to enjoy better home movies without investing too deeply in gadgets and equipment. *Movie News* is loaded with brief, lively scenarios, shooting tips, and full color reproductions of movie frames submitted by readers. The style of presentation is breezy, with a lot more emphasis upon information than advertising copy. It makes no difference whether you use Eastman Kodak equipment or not—the publication is still yours for the asking. The one thing you must specify is whether you use 8mm or 16mm equipment. The reason: There are two versions of *Kodak Movie News* which are "identical in almost every respect except in their pages on 8mm or 16mm equipment . . . each intended to be the most helpful in its field." To get on the mailing list, simply write to *Kodak Movie News,* Eastman Kodak Co., 343 State Street, Rochester 4, New York.

Questions from readers:

Q. What is the difference between a "wipe" and a "dissolve" transition?

A. In a wipe effect, the old scene is literally pushed off the screen by the new scene taking its place. (See *Simple Movie Wipes,* page 88, Oct. 1954

(*Continued on page 108*)

● a new 8mm movie ACTION editing viewer

for only $9.95

Axion a quality editing tool!

- Perfect movie action—stops EVERY frame, both backward and forward.
- Sharp clear picture with 4-power, 20 diopter lens.

for perfectly edited movies GET AXION TODAY at your dealer

Manufactured by HEARD-PACIFIC CO.

Dept. A, 116 Natoma St., San Francisco 5, California

GRALAB ALL PURPOSE DARKROOM TIMER MODEL No. 168

Accurate in Seconds and Minutes

Now you can have all these great features in *one* timer.

- Giant 8" Luminous dial
- Range from 1 second to 60 minutes, in seconds

SECONDS for automatic enlarger switching control

MINUTES for film processing

- Automatic Buzzer Alarm
- Electric Clock Motor for accuracy
- Ideal for color film

See It At Your Photo Dealers' Today!

DIMCO-GRAY COMPANY
DAYTON, OHIO

NEW..

for all cameras with synchronized shutters

Graflite Jr.

The finest flash unit you can buy for use with a synchronized shutter . . . made by the manufacturer of the famous Pacemaker Speed Graphic. The Graflite Jr. features the famous Graflite 5" high efficiency parabolic reflector with redesigned lamp socket.

The Graflite Jr. can be used with conventional D cells or the NEW Graflite BC Cartridge. NEW Graflite Sidelight Unit and NEW M-2 Lamp Insert are available as accessories. Retail price of Graflite Jr. without cord: $15.85 - $17.95 (depending on mounting).

1. Can be used with all types and makes of cameras having built-in shutter synchronization.
2. For 35mm., folding, stereo, Polaroid or reflex camera on easy-to-use mounting bracket which screws into standard tripod bushing.
3. Heavy duty clamps are available for use on press or view type cameras.
4. Metal 2-cell battery case.
5. Can be used with the NEW Graflite BC Cartridge and gives dependable use even with more than 10 side lighting units.
6. Three standard household type plug connections for positive, easy-to-use electrical contacts.
7. When using D cells your side-lighting unit is connected in parallel. When the BC Cartridge is used the sidelight is connected in series.
8. High efficiency 5" reflector with beam spreading adjustment. Reflector is detachable for more convenient storage. A locking screw holds it securely during use.
9. New-design bayonet lamp socket firmly holds and automatically centers all types of lamps, regardless of the shape of the base . . . and without having to line-up lamp pins and slots.
10. Push-button lamp ejector.

NEW BC CARTRIDGE

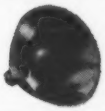
Designed to replace D size batteries in any 2-cell battery case. One 22½ V. battery is good for more than 15,000 flashes. The unit is dependable under extremes of temperature. No tools are needed when changing batteries.

NEW SIDELIGHT

BC cartridge and D cell contacts are made through four standard outlets. The new clamp has easy-to-use, universal joint design. Retail price $9.95 (w/o reflector).

NEW M-2 INSERT

Fits into 5" reflector head. The reflector meets the lamp manufacturers' specifications for most efficient use of the small bulb's lighting characteristics. Retail price $1.95.



GRAFLEX

GRAFLEX

Prize-Winning Cameras

GRAFLEX, INC., ROCHESTER 8, N. Y.

FOR YOUR GRAFLEX DEALER — CONSULT CLASSIFIED DIRECTORY

GRAFLEX, Inc., Rochester 8, N. Y.
Dept. MP24

Please send me a copy of your FREE folder on Graflex Flash Equipment.

NAME_____

ADDRESS_____

CITY_____ ZONE____ STATE_____

AN EXCITING NEW CONCEPT IN 35MM

FULLY AUTOMATIC SEQUENCE...
rapid-fire bursts of up to 24 frames... as fast as 8 shots per second!

BUILT-IN RANGEFINDER
Single-window focus and view—couples to interchangeable lenses!

ROBOT

ROYAL

with 40mm Xenon f:1.9, $295
with 38mm Xenar f:2.8, $255

ROBOT ROYAL is a breath-taking advance in 35mm photography! The world's first dependable fully-automatic 35mm camera... permits you to concentrate completely on picture-taking! Wind your ROBOT ROYAL like a watch... for auto-sequence rapid-fire bursts or automatic single shots. Brilliant single window range-viewfinder; full range of interchangeable Schneider lenses; square picture format eliminates camera-twisting and simplifies projection; uses standard 35mm cartridges! ROBOT ROYAL is unequalled for scientific and industrial applications; it will surpass the most exacting tests of the amateur and professional.

Full line of accessories includes: Electromagnetic Remote Control, Underwater Housing, Extension Rings, Microscope Adapter, etc.

See your dealer, or write for detailed literature.

IMC INTERCONTINENTAL MARKETING CORP.
251 FOURTH AVENUE • NEW YORK 10, N. Y.

CINE-KINKS

(*Continued from page 106*)

issue of MODERN.) A dissolve is a gradual change from one scene to another. It is made by superimposing the fade-in (gradual brightening) of a new scene upon the fade-out (gradual dimming) of the old scene.

Q. Does Eastman Kodak Co. offer any provision for making color prints from clips of Kodachrome movie film?

A. Yes. Your local Kodak dealer can have color prints made for you by forwarding film clips to Kodak's Chicago Processing Laboratory. The lab requires 5-frame lengths of 8mm film, or a minimum of 3 frames of 16mm film, taped to 2 x 2 glass with the middle image being the one to be enlarged. The lab experts will decide how large a print they can make, depending upon the quality of the original. 8mm frames can be enlarged *up to* 2¼ x 3¼ inches; 16mm frames *up* to 4 x 6 inches. Price per enlargement is $2.25 regardless of size. No black-and-white prints are made by the lab.

Q. For a comic effect, I want a shot of my son wolfing his food down like crazy. Is there an easy way to film this —without inviting indigestion?

A. Yes—let your son eat at his usual speed, but film the scene at 8 frames per second. When projected at the normal speed of 16 fps (silent), or 24 fps (for sound), your son's table manners will appear — — —!

Q. I have a complete set of filters for black-and-white film. Is there any reason why I couldn't use some of these for color, too?

A. Color film requires an altogether different set of filters. The only exception is a polarizing neutral filter. This can be used with either black-and-white or color film.

Q. I have 200 feet of black-and-white film I would like to tone sepia. Would it be feasible to attempt this at home with a tray and reel outfit?

A. While short lengths of film—titles and the like—can be toned quite easily, our experiments with whole reels of film have been negative. Worse, the resulting streaks and unevenness of the toning ruined the film upon which it was attempted. You might be able to work out a satisfactory system by trial and error, but don't take a chance on ruining your original film. Practice on duplicate copies until you are sure of the results.

Q. Once film has been magnetically soundstriped, how many times can sound be erased and re-recorded before the striping loses its ability to take a signal?

A. According to Bell & Howell, no limit to the effective life of their striping has been found. In other words, it can be erased and re-recorded indefinitely. As far as we know, this holds true for all types of magnetically striped film.

WESTINGHOUSE GUARANTEES

Every Flash Bulb Fires or You Get a New Bulb!

Why only Westinghouse makes this offer

4 Sure-Fire Features Mean "One Shot" Photos every time

1 Precision-cut aluminum foil insures full flashing power.

2 Extra-fine filament provides sure-fire operation, even with weak batteries.

3 Super-sensitive Zirconium triggering element gives instant response.

4 Pre-polished base for positive socket contact.

HOW THE GUARANTEE WORKS

Regardless of the age or cost of your camera or flashgun, if a Westinghouse bulb ever misses, your dealer will give you a brand new bulb. Simply return it to the store where you bought it. Nothing to sign, nothing to send away.

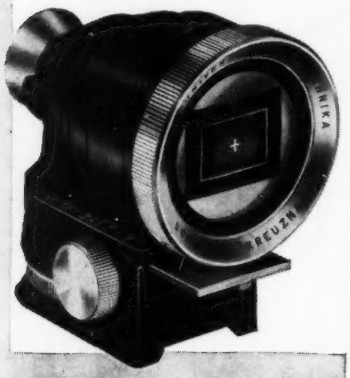
YOU CAN BE SURE...IF IT'S

Westinghouse

TUNE IN TV'S TOP DRAMATIC SHOWS...WESTINGHOUSE STUDIO ONE AND BEST OF BROADWAY

NOW AVAILABLE

for all 4 x 5 Press Cameras



The FAMOUS

Linhof

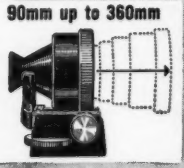
MULTIFOCUS VIEWFINDER

$84.00*

The Linhof Multifocus Viewfinder is indispensable for cameras with interchangeable lenses. It is the most ingenious and most useful accessory ever designed.

Whatever lens you decide to use, from 90mm wide angle up to 360mm telephoto, the Multifocus Viewfinder will give you the field as the lens sees it. And you will shoot with confidence because you'll know that with its effective parallax compensation, the image is correctly framed.

90mm up to 360mm



The Multifocus Viewfinder is actually a variable magnification telescope. It matches the angle of the lens, not by masking the field, but by varying the magnification of the image.

*Mounting Clip, $3.00

At Franchised Linhof Dealers, or write to:

KLING PHOTO CORPORATION
235 Fourth Avenue, New York 3, N. Y.
7303 Melrose Avenue, Los Angeles 46, Cal.

GUIDE NUMBERS

(*Continued from page 74*)

does not mean that those guide numbers are recommended by the bulb makers or the film manufacturers. It does mean that the guide numbers form a starting point which you can vary one way or the other to suit your particular needs.

In these charts the guide numbers are based on the following reflector conditions: with midget bulbs, 4 to 5 inch polished (for satin finished reflectors give one-half stop more exposure); with medium screw base Class M and Class FP, 6 to 7 inch polished; with Class S medium screw base, 10 inch, or bigger, bowl type studio reflectors.

For any given exposure problem there is no single guide number representing the only correct exposure. Although we compute the exposure on the basis of a single distance, most subjects have a certain amount of depth to them. Despite this apparent contradiction the subject is usually well exposed for some distance in front of or beyond that point chosen as the basis for the exposure. This indicates that there is not much point in worrying about guide numbers from different sources which differ by ten units or so one way or the other.

The "best" guide number is one which consistently gives correctly exposed film with *your* combination of film, shutter, reflector, and working methods, and this can be determined easily.

If your results show consistent underexposure or overexposure first check that you are using the proper lamp for your shutter and that your equipment is working properly. Then make a series of test exposures at one distance as follows:

Start with an exposure based on some published guide number. Then bracket this with a pair of exposures—one increased by a full lens stop, one decreased a full lens stop (with color, vary the exposures one-half stop each way). Include in each picture a card showing the lamp-to-subject distance and the guide number used. Process the films normally and examine the results.

It's easy to modify a guide number to fit your particular needs.

To increase exposure by:	+ 1 stop	+ ½ stop
multiply guide no. by:	.70	.84
To decrease exposure by:	− 1 stop	− ½ stop
multiply guide no. by:	1.2	1.4

Among the bulbs listed in the charts are the new, tiny M-2 types. Guide numbers and other data for these bulbs are still provisional. When more complete information is available about these new tools MODERN will publish a special article on the subject.—THE END

PRIZE

PHOTO ELECTRIC EXPOSURE METER

ONLY $12.95 incl. case

Features the NEW

INCIDENT LIGHT COMPENSATOR

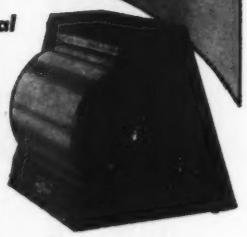
Newest design, permits Incident or Reflected Light readings, with all ASA film speeds. No calculating . . . reads directly . . . instantly . . . accurately! Precision calibrated, super-sensitive photo electric cell for pin-point exposure accuracy EVERY time! *Imported from West Germany, complete with genuine leather case. At your dealer, or write for Circular PMP*

INTERSTATE PHOTO SUPPLY, 28 W. 22 St., N.Y.C.

DRY PRINTS FAST

The Professional Way with a

LOTT® ROTARY DRUM ELECTRIC DRYER



From water to the Lott Dryer — and in five minutes your prints are dry. The fast, clean, easy way. Mirror finish stainless steel drum. Dries matte or glossy prints. Heating element guaranteed 5 years. Over 100,000 in use!

Get one today and dry prints the fast way! See Lott Dryers on display at your photo supply dealer.

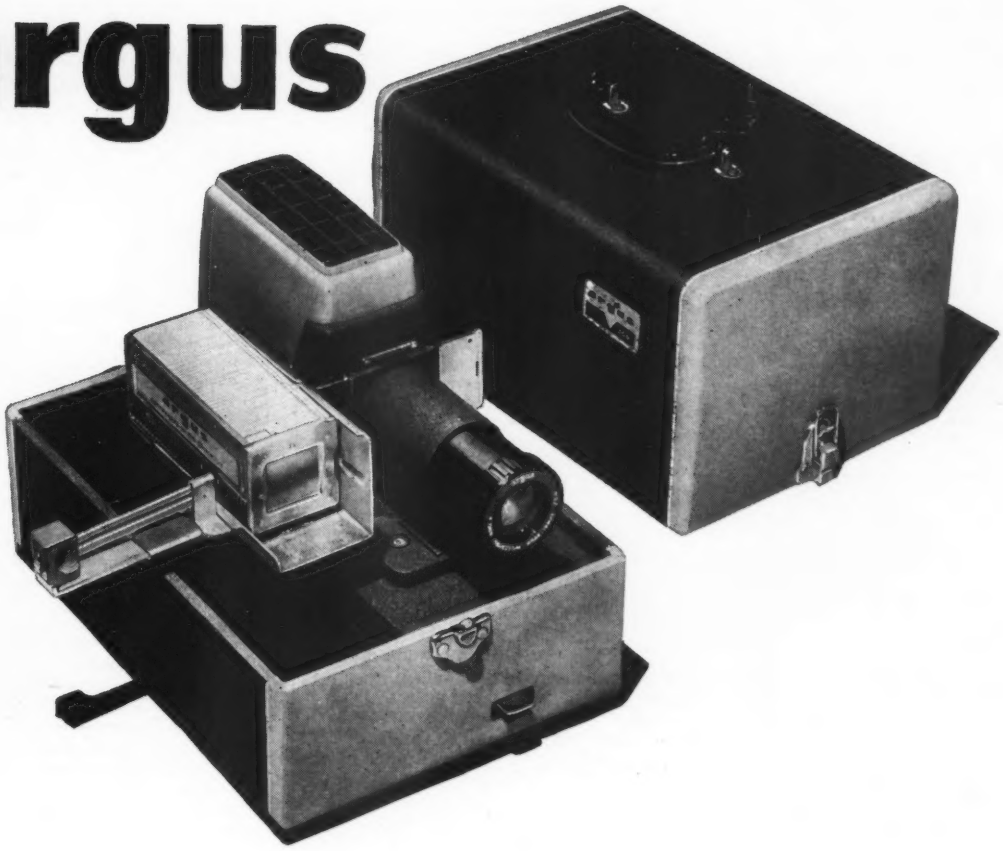
STANDARD MODEL: Constant Temperature. Drying surface 12" x 28". Preshrunk Drying Curtain. 180 Watts, 115 Volt, 15 lbs. $29.50

PROFESSIONAL MODEL: Drying surface 23" x 28". 300 Watts, 115 Volt, 23 lbs. $39.50

ROTOMASTER MODEL: Drying surface 23" x 28". 300 Watts, 115 Volt. Has built-in squeegee. All welded construction. Off-on switch and pilot light. 27 lbs. $59.50

LOTT MANUFACTURING CO.
BOX 526 JAMESTOWN, NEW YORK

argus



Step right up to the greatest slide show on earth!

new **argus** automatic 300 watt projector

$66.50
complete with carrying case

Argus C4, with the superb Cintar f:2.8 lens, gives sharp detail, even in dim light. A lens-coupled range-finder-viewfinder lets you focus and compose simultaneously. And Argus C4 offers shutter speeds up to 1/300 second, exclusive Color-matic settings, double exposure prevention, built-in flash synchronization. Camera only, $84.50, Case $7.50, Flash $8.95.

This projector almost runs itself. You simply slip a magazine of 36 slides into the automatic changer—then push-pull—your slides leap to life on the screen—in perfect order! Each slide is protected in its own metal frame—always filed exactly, always ready to show. No more squinting or fumbling in the dark!

And you'll be amazed that your slides could be so brilliant. This blower-cooled projector is silent as sunshine and almost as bright. Its big 300 Watt lamp flashes all your colors bright and vivid on the screen—sharply focused through an optically-ground four-inch f:3.5 lens.

The new Argus Automatic 300 Watt Projector includes the automatic changer, a magazine, a rotary slide changer for showing individual slides, and plenty of room for three extra magazines. (The automatic slide changer is available separately at $14.95—easily interchanges with rotary slide changer of the standard Argus 300 Watt Projector.)

Copyright 1954, Argus Cameras, Inc., Ann Arbor, Michigan. All prices include Federal Excise Tax where applicable, and are subject to change without notice.

a DOUBLE choice in

sharper 4" x 5" enlarging

NEW

AUTOMEGA D-3

autofocus enlarger

Fast, precise autofocusing assured by custom-matched autofocusing tracks and lenses. New "floating" action of tracks provides an extra measure of sharpness and accuracy.

Condenser model	$207.50
with Colorhead	$217.50
Omegalite model	$197.50

Prices do not include lens, lensmount or track—are slightly higher on West Coast.

OMEGA D-2

Manual Focusing Enlarger

Gearless focusing mechanism of advanced design makes satin-smooth focusing possible with twist-of-the-wrist ease. No play or backlash.

Condenser model	$173.50
with Colorhead	$183.50
Omegalite model	$164.40

Prices do not include lens—are slightly higher on West Coast.

BOTH enlargers feature

- Rigid, inclined girder construction
- True condenser system for all negatives from 35mm. to 4" x 5"
- Interchangeable lenses of various focal lengths from 2" to 6 3/8"
- Convenient right-hand controls
- Brilliant, even illumination

Both the D-2 and the D-3 take a full line of enlarging accessories. With the fluorescent Omegalite, either can be converted to a superb diffusion enlarger.

omega

See both at your dealer's, or write today for illustrated brochure.—Dept. MP-11

Created and Manufactured by

SIMMON BROTHERS, INC.

30-28 Starr Avenue, Long Island City 1, N. Y.

NEW PHOTO BOOKS

(Continued from page 50)

(an excellent one) and then try to do as good a job of summarizing and rewriting in layman's language as the authors have.—H. S. MONCRIEF

Mr. Moncrief is sales manager of the Fenjohn Underwater Photo & Equipment Co. and is an authority on underwater photography. He has also reviewed the book which follows, which is a companion piece to Underwater Photography.

SHALLOW WATER DIVING & SPEARFISHING, by Hilbert Schenck, Jr. & Henry Kendall. 264 pages, illustrated, indexed. Cornell Maritime Press, Cambridge, Md. Price, $4.

This is a revised and enlarged edition of their first book entitled: *Shallow Water Diving for Pleasure and Profit.* It is a definite improvement on their first attempt and recommended for anyone who is seriously considering diving. It is of necessity quite technical in spots but will be read with interest by many who are joining this fast growing sport.

The section that details the making of your own equipment might be considered ill-advised and possibly dangerous. The book, however, is by far the best for the beginner to learn the rudiments and the experienced to brush up on the techniques. The bibliography is fairly complete and one of the few available for this new and fascinating sport.—H. S. MONCRIEF

THE BRITISH JOURNAL PHOTOGRAPHIC ALMANAC 1954, Arthur J. Dalladay, editor. 620 pages, many illustrations, 32 in gravure. Henry Greenwood & Co., Ltd. Price, cardboard covers $2; clothbound $2.50.

An impressive collection of technical information and an unimpressive group of typical British pictorial photographs make this year's volume barely distinguishable from those that preceded it. The book is further handicapped for the U. S. audience by its exclusive reference to British photographic materials.—H. K.

YEAR, the dramatic picture-history of the year in 1000 photographs, edited by Baldwin H. Ward. 208 pages. Co-publishers: Simon and Schuster, Inc., and Year Inc. Price, first printing $7.95, second printing $10.

This will be a terrific book 25 years from now. You'll be able to look back on just about every important event of the year 1953—all in pictures, just the thing to show your children or grandchildren in 1979. Right now it's too recent to be interesting, too badly laid out to be handsome, too poorly reproduced to have any photographic value. But if you enjoy holding onto a volume 14 inches high for a score or so of years, it may well be worth while.

—H. K.

These and other books are available through MODERN PHOTOGRAPHY Book Store; see advertisement on page 143.

New! **MIDG-O BLOTTER ROLL DRYER**

Pat. App. For

Makes Blotter Roll Print Drying *A Breeze*

Electric Blower Cuts Drying Time To 1/10th of Normal Time

- Efficient, Quiet Running Blower sucks fresh air down through center of blotter roll and then exhausts through blotter roll corrugation to dry prints more rapidly and evenly.
- To operate merely place any Standard Blotter Roll into the MIDG-O DRYER and plug into any A.C. outlet.
- MIDG-O BLOTTER ROLL DRYING IS BETTER because it eliminates: Brittle Prints . . . Curled Edges . . . Loss in Print Tone Quality.
- **SPECIFICATIONS**—Constructed of sturdy one-piece Black Polystyrene. 1/200th H.P. A.C. electric motor that operates the MIDG-O Magic Blower blade. Workmanship and material fully guaranteed.

DRYER ONLY—$19.50

Also Available—MIDG-O Blotter Roll—$3.45 (Muslin Type)

MIDG-O CO.—8863 AVIS ST.—DETROIT 8, MICH., U.S.A.

Remember . . .

YOUR TAPE RECORDER IS ONLY AS GOOD AS THE TAPE YOU USE!

600 feet on plastic reel.....net $2.10
1200 feet on plastic reel.....net 3.30

At Your Dealer

Made by Orradio Industries, Inc., Opelika, Alabama

NEW PRODUCTS

(*Continued from page 34*)

ring) is adjusted up or down as required. The enlarger accepts negatives from 35mm to 2¼ x 3¼ in size.

Also included in the FR darkroom outfit are: four bottles of FR chemicals (short stop, fixative, and negative and paper developers), and FR "Special" adjustable roll film tank, two film clips, a negative carrier and mask, safe light, thermometer, enlarging easel for 5 x 7 paper, ten sheets of 5 x 7 paper, three 5 x 7 print trays, and a 36-page step-by-step instruction manual. The outfit is priced, complete, at $29.95. The 7A FR Enlarger is available separately at $24.95. For additional information, write:

THE FR CORP.
951 BROOK AVE., NEW YORK 51, N. Y.

Midg-O Blotter Roll Dryer

A heatless, electric, one-piece plastic blotter roll dryer, the Midg-O, is said to dry prints in from 60-90 minutes. Simply insert the blotter roll (with prints) in the Midgo-O and plug it into an electrical outlet. It dries prints by a process of drawing in and venting air. Equipped with an AC motor and a six foot cord, the Midg-O is priced at $19.50. A blotter roll is available at $3.45. For more information, write:

MIDG-O CO.
8863 AVIS ST., DETROIT 9, MICH.

Bewi-Automatic Meter

Reading incident as well as reflected light, the new Bertram Bewi-Automatic photoelectric exposure meter features simplified operation. When a button on the side of the meter is

pressed, the instrument reads the light. When the button is released, nine combinations of shutter and lens settings appear on the Bewi's dial. Shutter speeds range from two minutes to 1/1000; aperture openings from f/1.5

(*Continued on page 114*)

ANNOUNCING THE Golde Cromatic 300

IT'S NEW, IT'S DIFFERENT!

A Cooler, Brighter, Color-Balanced, 300 Watt Projector

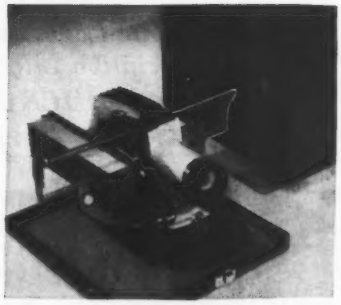
NOW–you can enjoy the finest 2x2 slide projection at the lowest price in GoldE history.

The CROMATIC 300 sets new horizons in slide projection. It supplies every feature you need for effortless operation and lifelike reproduction of your precious transparencies.

You'll have amazing coolness because of an entirely new kind of hurricane blower. You'll get increased brightness because of the new-type scintillating reflector. You'll see lifelike color reproduction because the more accurate optical system is completely color-balanced. You'll experience silent, trouble-free in-out movement of any type, every type slide. Yes, here is projection performance of maximum enjoyment, at a low, **really low** price.

LIFELIKE PROJECTION FROM SCENE TO SCREEN

Let your dealer show you the new and different CROMATIC 300—the slide projector that adds LIFE and COLOR to transparencies.



UNIVERSAL SLIDE CHANGER

Just move slides — any kind — in and out with the fully automatic Cromatic Changer. The fool-proof mechanism moves slide file forward, backward, repeats, skips, rejects.

The outstanding GoldE Neva-Warp, Vis-a-File is included free. It is numerically indexed and holds 40 slides, largest capacity available. Slides are always right side up, ready for instant showing.

The fully automatic CROMATIC Changer can be fitted to nearly all 2x2 slide projectors now on the market. The simple mechanism will move in and take out paper, aluminum, steel and any other standard slide with equal ease. Entire unit is enclosed by color-matched case — a luxurious, portable combination that imparts pride of ownership.

Write to us for FREE details of other interesting GoldE products

GoldE MANUFACTURING COMPANY
4888 North Clark St., Chicago 12, Ill.

BRAND NEW

WHITEHALL

TRIPODS MADE BY QUICK-SET

Here's the most revolutionary development in tripods in thirty years.

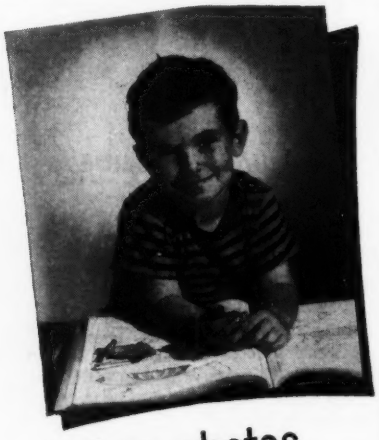
3 MODELS

$12.95 — $15.95 — $16.95

- DUALOK Pan Head
- EVREWAY Camera Plate
- New Tawny Beige Metallic Finish
- Gadget Bag Size—Featherweight

SEE WHITEHALL TRIPODS

Now at your Favorite Dealer
Descriptive Literature Free on Request
QUICK-SET, INC.
8113 N. Central Park, Skokie, Illinois



indoor photos made easy with

Victor

LIGHTING

our instruction booklet FREE

SMITH-VICTOR CORP.
Dept. C11 Griffith, Indiana

SUN RAY

At your Dealer or write for Illustrated literature

SUN RAY PHOTO CO., INC.
301 LAFAYETTE STREET
NEW YORK, N. Y.

42.50 and 79.50 with LENS

America's Best Enlarger Buy

NEW PRODUCTS

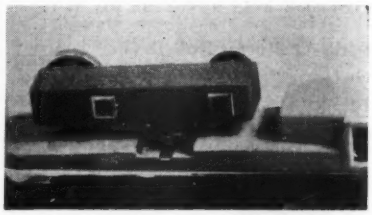
(*Continued from page 113*)

to f/22. Also featured in the Bewi-Automatic is a red flag "signal" which indicates when the light level is too low for shooting. Made in Western Germany. Price, $29.50. For more information, write:
WILLOUGHBYS
110 W. 32ND ST., NEW YORK 1, N. Y.

Meyer Pocket Rangefinder

Designed especially for the Polaroid 80 camera, the new Hugo Meyer Pocket Rangefinder slides directly into the camera's accessory shoe.

In use, you sight through the rangefinder window and turn a knob until the two images seen in the window are



superimposed. After reading the distance indicated on the focusing scale of the rangefinder, you then set the camera's focusing scale to the same distance. The finish of the rangefinder matches that of the camera. The rangefinder is priced at $9.90. For additional information, write:
MEYER OPTICRAFT, INC.
39 W. 60TH ST., NEW YORK 23, N. Y.

Du Pont Superior Press film is currently available in the following sizes: 3¼ x 4¼, 4 x 5, 5 x 7, and 8 x 10 inch sheets. It also comes in 2½ x 3½, 3¼ x 5½, 6½ x 8½, 10 x 12, 11 x 14, 12 x 20, 20 x 24, and 24 x 30 inches. For a detailed description of this film, see MODERN, *Aug. page 78*. Additional information is available from: *E. I. Du Pont De Nemours & Co., Wilmington, Delaware.*

The Solar No. 5 Amber midget bulb, for use with tungsten type color films indoors without filters, has a bayonet base to fit midget and standard reflectors. The manufacturer states that the bulb is rated at approximately 11,000 lumen seconds, with a color temperature of about 3,200° Kelvin. Packaged in cartons of eight, these bulbs are priced at 17 cents each. For additional information, write: *Solar Photo Products, Inc., 1123 B'way, New York, N. Y.*

The **Kodak Standard Flasholder,** regularly supplied in black, will also be **available in brown** for use with either the Kodak Bantam RF Camera, or the Kodak Stereo camera. The Flasholder is supplied with a polished Lumaclad reflector, with a handy exposure guide on the back. The price remains $7.95. For more information, write: *Eastman Kodak Co., Rochester 4, N. Y.*

WHAT'S AHEAD?

by LLOYD E. VARDEN

Value of photographic history to future progress

I have always had a fondness for the history of photography and have been a staunch believer that if one studies the history carefully he will gain a better insight into what is likely to happen in the future—at least, in the more or less immediate future. Moreover, many, many things which we consider new have their roots in observations made years ago, but which have been buried away in obscure sources of photographic literature. Numerous examples of unnecessary effort expended in re-inventing old discoveries can be cited. Some of these long forgotten observations have, however, been purposely re-examined in light of our present knowledge of photographic theory and have led to practical processes or methods. There are hundreds of others still waiting to be re-examined, and so the field for inventors is certainly not limited.

But, the greatest value of photographic history is to teach what has gone before so that one's thinking can be directed into *newer* channels and not in channels that have been dug deep by re-invention after re-invention.

Some common misconceptions

Almost every age thinks that what exists during its time must be new and modern. Of course, everyone knows that photography has existed for a good many years in one form or another, but still most modern practices and materials are looked upon as the product of fairly recent times. Very few examples can be cited where this is uniquely true.

I recently heard the following comment made, "Why not try this new substitute restrainer for potassium bromide?" The statement was made with reference to benzotriazole, which was introduced into photography in 1928. New substitute?

There are even those who think that Daguerre discovered photography and that "monobath" developers are hot off some inventor's griddle. To Joseph Nicéphore Niepce goes the credit for the discovery of photography but few amateurs know it. He made his first permanent photograph in a camera quite a few years before 1839 which is usually considered the beginning of photography. And "monobath" developers are new only in name. Single solution developer-fixers have been

(*Continued on page 116*)

More light per dollar!

SUPER **SUN ☼ LITE II**

Portable SPEEDFLASH

With the New Sunflector and the National Carbon Super Circuit

throws more light farther . . . masters color and distance

Super SUN*LITE II "POWERHOUSE" PORTABLE gives over 1000 flashes per battery set. Powerpack under 5 lbs. Color guide 35-50, b&w 150-300. Has Sunflector, Shutter Cord, Standard L-Bracket. Less batteries, **$79.50**

"POCKET - PAK" PORTABLE 32 oz. packweight, 500 flashes per battery. Same light output, guide numbers, equipment as above. Less batteries, **$89.50**

Super SUN*LITE II AC OUTFIT, $62.50

Super SUN*LITE II POWER-BOOSTER EXTENSION LIGHT doubles light output, all other makes divide it. Adds extra light source or doubles light of original source — as desired. **$49.50**

You can pay $50 more (and *then* some!) without getting the quality, economy and versatility of *REALLY* PORTABLE Super SUN*LITE II . . .

only speedflash that gives you a choice of 3 power sources (heavy duty "Powerhouse-Pak," lightweight "Pocket-Pak" and AC for economical indoor use) . . .

only speedflash that doubles light output with an extension . . .

only speedflash that lets you use as many extensions as you want.

Here are two of the big reasons for SUN*LITE's superiority . . .

The new Sunflector one-piece, permanently positioned Lifetime flash tube and reflector . . . gives 50% more light than ordinary tube and reflectors now in use.

The National Carbon Super Circuit . . . cuts battery replacement costs in half.

The *Sunflector* and *Super Circuit* help SUN*LITE give you peak performance and long battery life without messy storage batteries or heavyweight power packs. They're just two of the many reasons SUN*LITE is the world's best selling Speedflash.

SUN * LITE II "FLASH SAVER" inexpensive AC speedflash for the average snapshooter. Makes ideal studio "slave" unit with Sun*Lite Photo Tripper. Guide numbers: Kodachrome 25-30, B&W 100-120 (commercial development), Kodacolor 50-65. Has shutter cord, L-bracket, 15' cord. **$39.95**

TRY BEFORE YOU BUY — your dealer will loan you a unit FREE! (Or write to The Hershey Mfg. Company for illustrated information.)

UNCONDITIONALLY GUARANTEED

SUPER **SUN ☼ LITE II**

Hershey Manufacturing Co. 2425 W. Lawrence Ave. Chicago 25, Ill.

Good Hunting for Bargains at FREESTYLE!

High Speed Kodak 35mm Daylight EKTACHROME COLOR

ASA Speed (rated by Kodak) 40 Daylight. Excellent results have even been obtained at ASA 64 and 100, without special processing! Real Buy!

27½' Roll (makes 8—20 exp. cart.)..... **$4.75**
37½' Roll . . . $5.75 75' Roll $8.95
(Shp. wgt.—27½' or 37½'—8 oz.; 75'—1 lb.)

Ektachrome Kits For home processing { 1½ Gal. Developing Kit. **$2.50** / 4½ Gal. Developing Kit. **3.95**
(Shp. wgt.—1½ gal. 5 lbs. 4½ gal. 12 lbs.)

FREE BONUS! With any order of this color film you receive free filter. Please specify filter size.

NOW YOU CAN CUT COLOR FILM INTO ROLLS AND SHEETS FOR PENNIES
5¼" x 20' Daylight Ektachrome Roll **$3.95**
5½" x 40' Daylight Ektachrome Roll **$5.95**
(Shp. wgt. 2 lbs. & 3 lbs.)

! ! Money Saving Opportunity ! !
Brand New 35mm Bulk Film Loader
Load your own 35mm film for pennies—save dollars! **$5.50** plus 12 empty E.K. carts. FREE
(Shp. wgt.—2 lbs.) With 100' DuPont #2 . . $6.50

!!!JUST RECEIVED!!!
Fresh KODAK 35mm SAFETY FILM
E.K. PLUS X • SUPER XX • INFRARED
35mm x 100 ft. roll **$2.25** each....3 for **$5.95**
35mm x 400 ft. roll **SUPER XX**.....**$6.95**
E. K. Fine Grain Positive 1954. Make your own B-W transparencies! 100' roll **$1.49**
.....3 rolls **$4.00**
(Shp. Wgts.—100 ft. roll 1 lb. each, 400 ft. 3 lbs.)
LOWEST PRICES EVER

CUT FILM 4 x 5 Ansco Isopan, 2 doz. box **$1.39** 3 boxes **$3.50** 6 boxes **$5.95**
4x5 E. K. Panatomic X or E. K. Infra-Red.
2 doz. **$1.10**—6 doz.....**$3.00**
(Shp. Wgt. 2 doz.—1 lb. 6 doz.—2 lbs.)

BEAUTIFUL HOLLYWOOD MODELS!
In Full Color 2 x 2 Slides—5 for **$1.39**, 10 for **$2.50**, 20 for **$4.50** (2 x 2 Plastic Viewer **69c**). Also in STEREO—5 for **$1.98**, 12 for **$4.00**, 24 for **$7.00** (Plastic Stereo Viewer—**$2.00** value **98c**).

ANSCO COLOR 35mm x 20 exp. cartridges. Daylight or Tungsten. Dated 1954. Sensational Savings!
4 . . **$4.75** 8 . . **$9.00**
(Shp. wgt. 4—8 oz., 8—1 lb.)
Conversion filter for tungsten **29c.**
FREE with $9.00 or more purchase.

★ 4 x 5 COLOR FILM ★★★★★★★★★★
Ansco Tungsten—6 sheets **$1.49**—2 pkgs.....**$2.75**
4 pkgs. **$5.00**
(Shp. wgt.—1 or 2 pkgs. 8 oz.—4 pkgs. 1 lb.)
Purchase of $2.75 or more Daylight Filter **FREE!**

35mm COLOR !Overstocked!
Ansco, Tungsten. Lowest price ever offered!
27½'—**$4.95**
50'— **7.95**
FREE! Daylight Conversion Filter

FILM PACKS
2¼ x 3¼ Kodak Super XX. **89c** each. 6 for **$4.95** (Shp. wgt. 1—6 oz. 6—2 lbs.)
4 x 5 Ansco Super Pan Press (Weston 100). **$1.25** each. 5 for **$5.50**. 10—**$10.** (Shp. wgt.—1 lb. ea.)

IMPORTANT PURCHASE
ANSCO HIGHEST SPEED FILM—ASA 200
4 x 5—25 sheet boxes perfect quality.....**$1.49**
3 boxes **$4.00**.....6 boxes **$7.50**
(Shp. Wgt.—1 box 1 lb., 6 boxes 4 lbs.)

16mm x 50' Super X Kodak Reversal Film
28 roll can **$8.95**
2 cans **$17.00**
.....2 for **$4.50**
TRIAL OFFER!
12 rolls **$4.95**
(Shp. wgt. 12 rolls 2 lbs. 1 can 5 lbs.)
Empty Magazines
59c ea.....12 for **$6.00**
(Shp. wgt. 1 lb. each. 12—7 lbs.)

E. K. SUPER X
16mm x 50 ft. mags. —FREE PROCESSING INCLUDED each **$2.39**
.....2 for **$4.50**
(Shp. wgt.—1 lb. each)
16mm » 400' Proj. Reels and cans **69¢** set—3 sets **$1.75**
16mm x 100' Cam. Spools & cans 12 for **$3.50**

10 x 10 Single wgt. Contact, Contrast 3, Full gross box. Shp. wgt., 7 lbs.....**$1.29** ea.—2 for **$2.00**

16mm x 100' KODAK SUPER X MOVIE FILM . . . FREE PROCESSING INCLUDED **$2.98** each (Shp. wgt. 1 lb. ea. 4—2 lbs.) 4 for $10.95

√ √ √ Check These Savings in Enlarging Paper
Kodabromide 4 x 5 Double Weight E 3.....Gross **1.49**
(Shp. wgt. 2 lbs. per gross).....3 Gross **4.00**
Halobrome 5 x 7 SW Glossy-F2—Box of 100 sheets **1.49**
(Shp. wgt.—1 box 2 lbs. 3—5 lbs.).....3 boxes **4.00**
Kodabromide 7" x 8⅝" SW Glossy—F2—'53 date. Box of 100 sheets **$1.95**.....3 boxes **$5.00**
(Shp. wgt. 1 box 3 lbs.—3 boxes 8 lbs.)

AD-TYPE 11" x 14" contact paper. Contrast 2 or 3. Box of 50 sheets **$1.29**.....3 boxes **$3.00**
(shp. wgt. 1 box 3 lbs.....3—8 lbs.)

AERIAL FILM Cut Your Own Sheet Film For Pennies!
8½" x 50' E. K. Tri X (Weston 200).....ea. **1.95**
(Shp. wgt.—3 lbs. ea., 2—8 lbs.).....3 for **5.50**
9½" x 75' Kodak Super XX (Shp. wgt.—6 lbs.)..... **3.95**
Be sure to include postage. All C.O.D.'s 30% DEPOSIT. Items not marked fresh are past date but fully guaranteed.

Exporters and wholesale inquiries invited. Minimum order $1.00. California residents include 3% sales tax.

FREESTYLE SALES CO.
1429 N. Western Ave., Hollywood 27, Calif.

WHAT'S AHEAD?

(*Continued from page 115*)

around for well over 50 years and were thoroughly studied by Lumière and Seyewetz in the early 1900's.

Present-day color processes, often thought to be solely a product of the present generation, were conceived in principle prior to 1900, and the essential chemistry was worked out before the beginning of the *first* World War. The very existence of every photographic color process today, with perhaps one or two unimportant exceptions, rests solely on facts laid down forty years ago or longer.

Even such commonplace things as the iris diaphragm, essentially unchanged from the original, was discovered by Niepce and used on his camera obscura in 1816. Some people have the impression that the iris diaphragm is of a more recent era probably because of the great number of old lenses still seen in hock shops which have Waterhouse stops, i.e., diaphragms that are nothing more than a hole in a metal plate which is inserted into the lens barrel. It may surprise you to learn that Niepce even made a camera the size of a match box.

Many "new" methods are old

"Photograms" which still pop up now and then from up-and-coming photographic innovators were the rage back in 1925. And so-called solarization photographs, which are really not based on emulsion solarization, were first made by Sabattier ninety years ago. He even showed an exhibit of examples in 1860 at the French Photographic Society in Paris. High-speed photographs of splashes in liquids, so typical of the many still shown today to attest the marvels of high-speed flash equipment, were made by Worthington in 1894, and in 1908 he published a complete book showing hundreds of examples. I have a copy of this book and his results for practical purposes are as good as those we see today.

The use of polarizers in photography is not new. The polarization filters manufactured by the Polaroid Corporation are new in our day, but the use of polarizers for photography is a matter of ancient history. Prof. Eduard Jacobsthal in 1887 made photographs of objects exhibited behind glass and completely eliminated all troublesome reflections by attaching a small sheet of tourmaline in the lens, at the diaphragm, to act as a polarizer.

We also think of latensification as being a discovery of modern times. However, it was first applied in 1840. Because of the variable results obtained by different workers through the years after 1840 there was some question as to whether or not the practice had any value. In 1872 a special committee was appointed to look into the matter and they reported that the more gradual and slowly the secondary light is allowed to act after the camera exposure, the better the results will be. This finding corresponds to recent

One Sweep! MAKES DUST AND LINT VANISH LIKE MAGIC!

STATIC masters*
The Tried and Proven Photographic Tools that eliminate Surface Static Electricity

• For cleaning slides before mounting
• For cleaning negatives before printing

1'-Size $4.95

The POLONIUM Strip does the trick

STATICMASTERS remove static, dust and lint with one simultaneous brushing action. By this neutralizing action, dust is eliminated on negatives, film holders, enlargers, printers, slides and slide mounts. Print spotting and negative opaquing reduced to a minimum.

3'-Size $12.50 *REG. U.S. PAT. OFF.

Buy STATICMASTERS at your local photographic store or order direct . . . sent postpaid if cash with order

NUCLEAR PRODUCTS CO. 10177 E. RUSH ST. EL MONTE, CALIF.

Become a PROFESSIONAL PHOTOGRAPHER

• You can learn photography best under top-notch teachers. Franklin Technical Institute's faculty are successful professionals. They teach you from the wealth of their own experience. Intensive one-year course in portrait, industrial, commercial photography.

YOU PRACTICE ON THE FINEST EQUIPMENT
Guided by these outstanding men you handle *daily:* Deardorff, Graphic and other cameras; latest enlargers; 2 to 24" Bausch & Lomb and other fine lenses; light meters, etc. You study cameras, lenses, films; lighting, composition; retouching, finishing, mounting. Also science courses, business law. Limited registration. Coeducational. High school or equivalent required. *Write for free catalogue.*

FRANKLIN TECHNICAL INSTITUTE
Founded by bequest of Benjamin Franklin
40 Berkeley Street, Boston 16, Mass.

CREATIVE PHOTOGRAPHY
Not a "school." A different KIND of learning—different in intent, method and results. 35th year. Write today for booklet M-41.
RABINOVITCH PHOTOGRAPHY WORKSHOP
40 W. 56 New York 19

Ask your dealer for **ESCO 2" x 2" Type-On Mounts**
FIBREBOARD GLASS SLIDE BINDERS

100 Sets 35 MM **$3.25** 100 Sets Bantam **$3.15**
Erie Scientific Corp., 695 Seneca St., Buffalo 10, N.Y.

recommendations, and the increase in speed reported back in 1872, namely, one lens stop, is the same as that which is claimed today. Again, the only thing different is the name "latensification" which we must credit to Du Pont technicians for dreaming up. Back in the old days the expression was "continuating rays."

A case in point

Now let us consider a single, specific instance where neglect of what has gone before has retarded photographic progress. I have already referred to the discovery of the essential chemistry used in "modern" color processes before the first World War. This was accomplished by Rudolf Fischer in 1912 (German Patent 253,335). Apparently his disclosures were generally ignored because not much was done to put them to use. (Perhaps we can blame it on the disturbed conditions existing in Europe at the time.) But Fischer, along with H. Siegrist, called attention to the discovery again in 1914 (Photographische Correspondenz, Vol. 51, p. 18, 1914), and still nothing came of it. No doubt the war is an acceptable excuse, but what followed after the war is certainly not.

It took until 1923 before another reference to color coupling occurred in the photographic literature. W. F. Ermen (British Journal of Photography, Vol. 70, p. 47, 1923) *independently* discovered the color-forming action of substituted paraphenylenediamine and alphanaphthol which had been disclosed by Fischer. Now ten years had skipped by with no work being done to apply to photographic color processes the very thing which is used today. In a recent paper by two Kodak Research Laboratory scientists (The Chemistry of Dye-Forming Development, The Journal of Photographic Science, P. W. Vittum and A. Weissberger, p. 81, May-June 1954) the following is stated, "Practical forms of colour development are restricted to the oxidative condensation, discovered by Fischer. . . ." Therefore, I think we must take our hats off to old Rudolf for starting the ball rolling, but he got little immediate help to keep it going.

It is a remarkable coincidence, to say the least, that Mannes and Godowsky, who are given the main credit for Kodachrome, began their work in color photography in the earlier 1920's, and their second patent was applied for in the same year that Ermen's paper appeared on dye coupling development. However, the earlier patents of Mannes and Godowsky, which have no relation to Kodachrome as such, embodied impractical chemical methods and were eventually abandoned. A number of years were to pass before they made use of Fischer's principles of color development (U. S. Patent 1,954,452, issued in 1934). Kodachrome was introduced, as you know, in 1935 .

From this it would appear that if proper attention had been given to Fischer's original disclosures, color photography today would be quite a few years ahead of what it is.—THE END

With B-C Flash...

You'll never miss a shot like this!

You get sure-fire flash, perfect sync with modern B-C flash and "Eveready" brand batteries

- B-C prevents lost shots due to battery failure — saves film.
- B-C gives perfect synchronization—full exposure.
- B-C cuts battery changes to once or twice a year.
- B-C uses "Eveready" photoflash batteries which won't leak, swell or stick in your flash gun.

Here's why B-C is better: with old-style flash, current flowing directly from battery to bulb is restricted by battery resistance. If batteries are weakened by previous use, flash failure or poor sync may lose the picture. The battery-capacitor unit *stores up* energy from the B-C battery *between* flashes . . . then when you shoot, energy is discharged straight to the bulb. You get sure-fire flash, perfect sync EVERY TIME — and up to 20,000 flashes per battery!

Buy low-cost conversion cartridges for your present gun or new B-C at popular prices!

"Eveready", "Nine Lives" and the Cat Symbol are registered trade-marks of Union Carbide and Carbon Corporation

NATIONAL CARBON COMPANY
A Division of Union Carbide and Carbon Corporation
30 East 42nd Street, New York 17, N. Y.
District Sales Offices: Atlanta, Chicago, Dallas, Kansas City, New York, Pittsburgh, San Francisco

There's an "Eveready" battery for every type of photoflash

For Electronic Flash

For Battery-Capacitor

For Round-Cell Guns

HITCH YOUR CAMERA TO A STAR

For those who want the finest, the new Star-D Conquest is the best elevating tripod on the market today.

- It has the best design, with the most unique elevating features.
- It is the safest tripod for your camera and has the best workmanship, material and finish.
- A new precision-built tripod at the remarkably low price of **$19.95**
- Guaranteed for life. Compare it with any other tripod and you will buy the new Star-D Conquest.

Send for free booklet

DAVIDSON star-D COMPANY

WEST COVINA, CALIF., U.S.A.

the last word

More about time-lapse movies

Sirs:

I was pleased to see Walter Gottleib's article on how to produce time-lapse movies in the Sept. issue of MODERN, and I feel that the article was well done.

Here are several things not mentioned in the article which might be of interest to other time-lapse hobbyists:

1. As a rule, a camera shutter operates more slowly on single frame exposures than when used for continuous-run filming. You should, therefore, stop down the lens roughly two full stops to compensate for the slower speed. Experiment, though, before beginning a major project.

2. Besides surplus houses being a source for obtaining solenoids, many pin-ball machines are equipped with them. A company which repairs pin-ball machines often has extra solenoids available. Other local sources of usable solenoids are radio and electronic supply houses.

Logan, Utah — O. Boyd Mathias

Camera Club Gripe

Sirs:

Have just finished reading *The Camera Clubs* in the July issue of MODERN. While I do not belong to a camera club I always read the column. Perhaps you wonder why? Well, I could be interested in a camera club, but I am not financially able to own one of the more expensive cameras and I'm afraid I'd not feel at home with all the Rolleis, Contaxes, Exaktas, etc. that I'd encounter.

Some time back the local paper had a feature article on the local club with a page of photos by one of the press photogs. Practically every member shown was prominently displaying one of the above-mentioned cameras. I expect there are others who feel the same as I do, don't you? Inferiority complex? Perhaps! This is just my idea of one reason for a good many people not joining camera clubs.

Eugene, Ore. — Fred C. Arnold

• *How about it Signet, Argus and Graflex 22 owners—also those of you who take pictures with other medium-priced cameras? Do you agree?—Ed.*

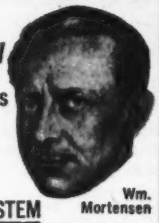
What's hypo?

Sirs:

Congratulations on MODERN being the *first* photographic magazine to publish the work of Chuck Stewart, (see *Silhouette*, Sept. 1954 issue—Ed.) This young man will some day be one of our finest photographers—a prediction I made several years ago.

It was in 1942, my first year of teaching, that a little boy came to me with a problem. He was developing film at home and his negatives always came

THE ALL NEW



Mortensen Series at last reveals the secrets of the famous MORTENSEN SYSTEM of photographic procedures

For only $1.00 *each*

JUST RELEASED

With a sample negative included

☐ KNOW YOUR NEGATIVE $1.00

Others available for $1.00 each

☐ THE PAPER NEGATIVE

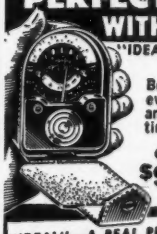
☐ THE FEMALE FIGURE

Check your selection

See your local book store or photo dealer, or write Jay Curtis Publications, P.O. Box 386, Newport Beach, California Dept. M

California purchasers add 3% sales tax

THESE BEST BUYS GIVE YOU PERFECT PICTURES WITH YOUR CAMERA



"IDEAL"—A REAL PHOTO-ELECTRIC EXPOSURE METER

Be sure of proper exposures, everytime! Simply aim meter, and pointer shows correct setting—no guesswork! Use with still or movie, color or regular film.

ONLY $9.95 With Leather Case

3 YEAR GUARANTEE

"IDEAL"—A REAL PRECISION OPTICAL RANGEFINDER

Be sure of perfect, needle-sharp focus! Just look through rangefinder, turn knob, and dial shows exact distance setting. Has all the best features of more expensive rangefinders.

Specify Metric or Feet

3 YEAR GUARANTEE

ONLY $2.95

AT YOUR DEALER, OR SEND TO:

FEDERAL INSTRUMENT CORP.

Dept. M-11 12-10 Broadway, L. I. City 6, N.Y.

FOR THE BEST "BUY" OR TRADE

see or write Bass

QUALITY CAMERAS SINCE 1910

Bass CAMERA CO.

179 W. MADISON ST., CHICAGO 2, ILL.

THE PROFESSIONAL FINISH

EXCLUSIVE FINE GRAIN

35 MM & ROLL FILMS

Free Price List & Mailers

AMATEUR FOTOGRAPHIC SERVICES INC.

126 W. 46 St., New York 36, N. Y. Dept. M

up perfectly under the red safelight, but blackened when he turned on the white light. When I asked him if he had placed them in a hypo bath he said, "What's hypo?"

Chuck Stewart studied photography at Tucson High School for three years. Together we worked on the problem of where he could further his photo education. We decided on Ohio State University, and the decision proved a good one. I used to write to Chuck when he was discouraged and broke, and he managed to work his way through college as a photographer and photo lab assistant. Fortunately, he had a fine instructor at Ohio State, a man who really knew photography.

Later Chuck went into the service and my letters followed him around the world. Frankly I am downright proud of my first student and the fact that since the day I first met Chuck I have introduced over 3,000 boys and girls to "hypo."

Tucson, Arizona — Harry Goldstein, Photography Instructor, Tucson Senior High School

Pass the ammunition

Sirs:

Having been out of touch with photography now for a great many years, I find upon returning to the art that there have been many changes. I was fortunate enough to obtain a fine camera with one of those super fast f/4.5 lenses. But I have run into one difficulty. I have not been able to find any pre-mixed flash powder for my Meteor Flash Lamp. I wonder do you know of any source of supply?

Los Angeles, Calif. R. P. Trimble Jr.

• *There may be others sources, but we only know of one: Newco Products, Inc., 30 East 40 St., New York 16, N. Y. However those new flash guns which take bulbs are pretty good, we hear. Why not try them? —Ed.*

Time for a change

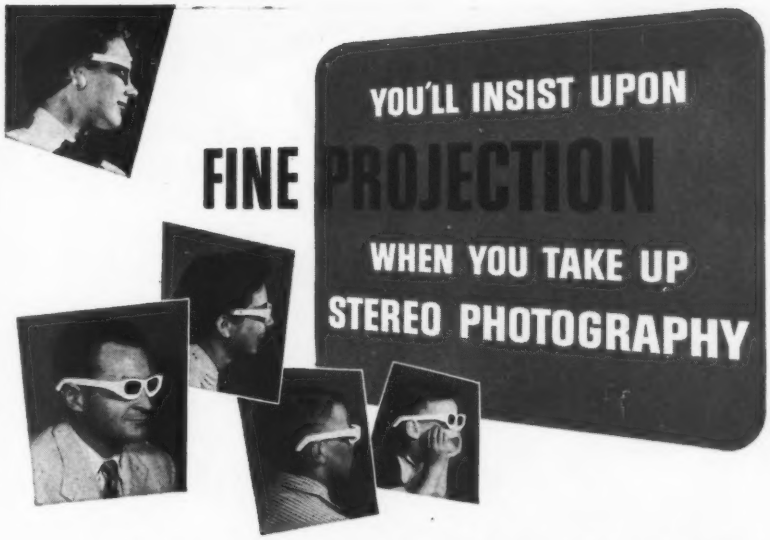
Sirs:

In view of Germany's excellent contributions to the development of photographic equipment, it puzzles me why our continental manufacturers cannot or will not see the merits of the ASA bayonet-type flash post. The Japanese and some East German firms have had the ASA post on many of their models.

Continental cameras intended for export have long since gotten away from focusing scales calibrated in meters, and inconvenient, oversize tripod sockets—now why not sell us our own type of flash post?

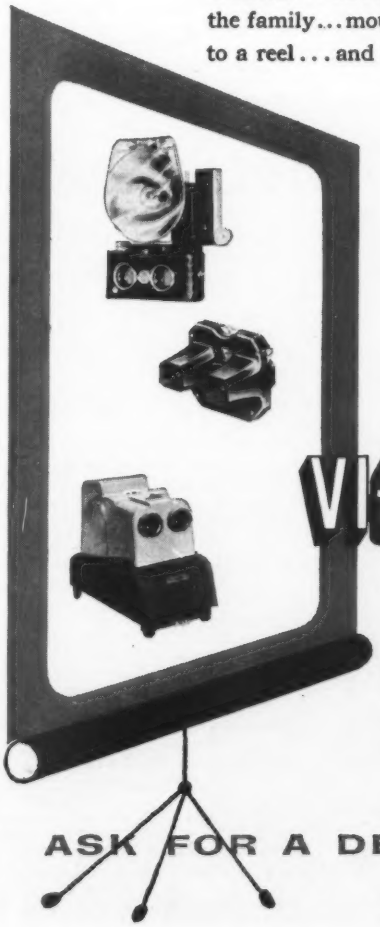
The pros and cons of the two type posts have been well aired, so I needn't repeat them save to say that Europe's insistence on the continental post is causing American buyers to spend money on flashpost adapters or unnecessary flash cords, where they could be spending the same money on other useful European equipment.

Philadelphia, Pa. F. David Reese, Jr.



The maximum values and pleasures in stereo are fully realized when pictures are projected for showing to the family and other groups. View-Master brings that final, important step in stereo photography—*practical, brilliant, full-color 3-D projection* with the "Stereo-matic 500".

From the moment you load a View-Master Personal Camera . . . through easy picture taking by anyone in the family . . . mounting on View-Master reels, 7 scenes to a reel . . . and individual viewing through a Stereoscope, or projecting in sparkling realism with the "Stereo-matic 500" . . . the View-Master System gives you professional results through *positive alignment*, automatically.* Yet View-Master pictures cost less than ordinary snapshots.



Your View-Master dealer will gladly show you the entire View-Master Stereo System. Ask for a demonstration.

VIEW-MASTER®

STEREO SYSTEM

*The only system in stereo picture taking and mounting which mechanically assures perfectly matched stereo pairs . . . essential to full enjoyment of stereo projection and viewing.

ASK FOR A DEMONSTRATION

©Sawyer's Inc., Portland 7, Oregon

FOR Casual PHOTOGRAPHY

PRECISE EXPOSURES QUICK and EASY!

WESTON

DIRECT DR READING

EXPOSURE METER

ONLY $16.50 with leather carrying case

Here's the meter designed to give correct exposures with all cameras and film *quicker and easier* than ever before...and it's budget priced. Simply set your film speed, point the meter, and read the correct lens setting direct. Best of all it's built to true WESTON standards for precision and ruggedness, by the world's leading instrument builder. See it at your local camera store.

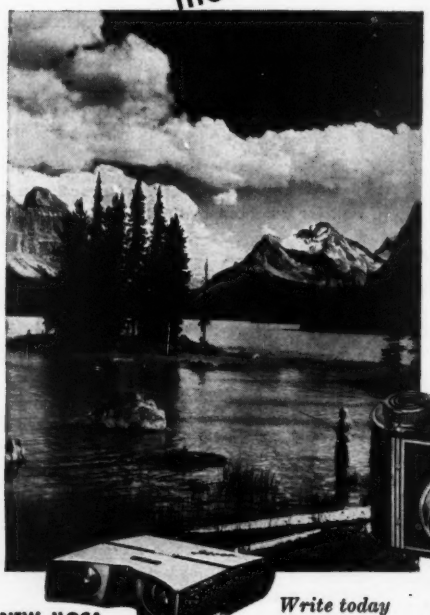
WESTON

Exposure meters

The Meters Most Photographers Use

more DEPTH more DETAIL more 3-D enjoyment!

ILOCA® STEREO II



Now you can take the world's most life-like 3-dimensional pictures with the Iloca Stereo II. Easy to see why. Only the Iloca features stereo lenses actually ground in *pairs* for perfect match and balance. Only the Iloca brings you the famous Prontor-S shutter – *fastest* on any stereo camera and certainly the most *accurate*. And only the Iloca brings you the precision skills of West German craftsmen.

Even if you never clicked a shutter before you'll find 3-D a snap with the Iloca. Easy to load, fun to use – it preserves your happiest memories in life-like 3-dimension. Lower in price, too—see it at your dealer today!

P.S. Even a built-in self-timer! Include yourself in your own 3-D pictures!

NEW ILOCA STEREO VIEWER
For the world's most life-like stereo viewing.

Write today for illustrated booklet

Speeds 1 sec. to 1/300th; built-in flash; coated, color-corrected Iliter F/3.5 lenses. Standard 35mm. film.

A new dimension in value, too!

Now low priced at your dealer.

ERCONA CAMERA CORP. • DEPT. M • 527 FIFTH AVENUE • NEW YORK 17

the Camera Clubs

by MABEL SCACHERI

If you want to turn judging nights into lively, constructive sessions, why not try "casting" your picture critics?

As I've hinted before, the best part of a camera club meeting is sometimes the cake-and-coffee session which some of the members hold at a convenient restaurant. There they really let their hair down.

Says Bill, who had kept perfectly silent during the judging at the club meeting, "When that guy said my picture looked posed, I was just dying to tell him that was a sure-nuff candid, grabbed in a split second before the guy noticed my camera."

It seems to me that, if Bill is just dying to talk, he should be given a chance. Has any camera club ever tried to work up something on the lines of the well-known radio show, "Author Meets the Critic"?

You would need two judges, or debaters, one pro and one con, each having at least some gift of gab. As a print passed through the light box the good, kind judge would point out its attractive side, while the mean, carping judge would call attention to any flaws. And the maker would be right there to agree or disagree—anyway to speak his piece.

How about a moderator?

You might also need a moderator, if someone's available who actually knows how to moderate. His role is not to barge in and take up time with his own ideas, but to keep one speaker or judge from rambling on too long, to clarify a point fuzzily stated, to prevent a hostile or acid tone from creeping into the discussion.

I know there is some risk involved in such a session if you don't pick the right people. But it seems to me the risk is worth taking. Certainly such a pow-wow would be an improvement over a monologue by one judge-for-the-evening, or long drawn out commentary by a panel of judges.

Having pictures criticized or discussed by several judges has, in my experience, always turned out to be a most boring and time-killing procedure. The pesky judges are too polite. They keep on endlessly agreeing with each other.

"Well, as John said, the material is fine, but I think John was right in feeling there should be a bit stronger base . . ." and so on, repeating over and over what the other fellow said.

Now, if you used the device I have suggested, with a Mr. Goodheart and a Mr. Meany definitely assigned, one to argue pro and the other con, you can certainly avoid repetitious agreement! Obviously Mr. Meany would have the harder role, so he ought to be a fellow with tact and humor. Especially tact. He should give the maker an alibi, for any photographic error pointed out.

"Didn't you have any No. 3 paper in the darkroom when you printed this picture?" he may ask the maker of a weak print.

The culprit will no doubt grasp at this "out" and say he did *not* have the right grade of paper on hand, whereupon he may be lectured on the evils of unpreparedness. The matter of print quality can then be discussed without being too hard on the maker of the photograph.

The picture-maker, however, should be encouraged not to be too meek, but to stand up for himself. I have often thought that a lot of discussion of pictures in camera club meetings is wasted because the judge doesn't quite see what the maker had in mind, so he cannot advise how to improve handling of similar material in the future.

Let the maker explain

When some camera club inveigles me into judging, I always try to ferret out the maker and query him about his photographic intent. Often the wretches won't speak up, but hide themselves in the crowd! I don't think you would find such bashfulness if *every* maker of a print in the collection is to appear and have a chance to present his viewpoint to the two debaters.

Only the maker can explain under what circumstances a picture was made. The judge will then be able to make really useful suggestions because he fully understands the setup at the time of shooting.

What's more, some of the most erroneous notions about pictures come out if a judge does get a chance to cross-examine the maker. For instance in any group of pictures seen at a camera club there will be at least a few in which the subject matter is abysmally dull and unrewarding. How come the maker thought he saw a picture there?

Give the guy a chance to explain and he will say, "I thought that cloud up there just above the tree had such an interesting shape." The darned cloud may be just a little blob of nothing, big as a nickel and pointless in an 11 x 14 print. Here, however, comes the advantage of having a Mr. Goodheart and a Mr. Meany!

Mr. Goodheart can agree. "Well, now that you mention it, I guess that might have looked like an unusual sort of cloud." And Mr. Meany can tear into Mr. Goodheart, not into the maker of the picture, as he firmly states that it takes more than one little dinky cloud to make a good picture—or that if you're determined to make a picture out of one, perhaps different composi-

(*Continued on page 122*)

FOR Critical PHOTOGRAPHY

COMPLETE EXPOSURE CONTROL!

WESTON
MASTER II
UNIVERSAL
EXPOSURE METER

$29.95

The Master's exclusive exposure dial provides the complete flexibility in exposure control that critical photographers demand. Double light scales permit exact readings even in lowest light. Light scale visible and readable regardless of position in which meter is pointed. A truly universal meter for advanced work. Available at all local camera stores.

WESTON
Exposure meters
The Meters Most Photographers Use

MODERNIZED . . . *to serve you better!*

For three generations fine craftsmanship and superior quality have been an integral part of every Goerz photo lens produced at our plant.

Imbued with the strong desire to continue making the world's finest lenses, we have taken another step forward—new and larger production facilities at Inwood, L. I., New York—TO SERVE YOU BETTER!

Ask your dealer about GOERZ LENSES today!

GOERZ

C. P. GOERZ AMERICAN
OPTICAL COMPANY
Office and Factory
DOUGHTY BLVD., INWOOD, L. I. 96, NEW YORK

1954 MODEL
DELUXE
VUAID
SLIDE PROJECTOR

WITH 10 BIG FEATURES
Found on Expensive Projectors

- Large Adjustable Focusing Lens
- Toggle On & Off Switch
- Can Be Used on AC or DC
- Metal Easy-Insert Slide Carrier
- 100 Watt Lamp
- 6 Ft. Extension Cord
- Self Tilting Front
- Rubber Base
- All Metal Construction
- Attractive Streamlined Design

Conway CAMERA CO.
34 N. Clark Street Dept. CO
Chicago 2, Illinois

THE CAMERA CLUBS

(*Continued from page 121*)

tion, or use of a yellow filter, would have enhanced the effect.

In other words, this "Photographer Meets the Judge" program can serve to take the heat off the photographer, who knows ahead of time that the whole deal will be like a wrangle between defense and prosecution attorneys. And still, if he wants to, he can take the witness stand and state his own case.

Often nobody's pleased

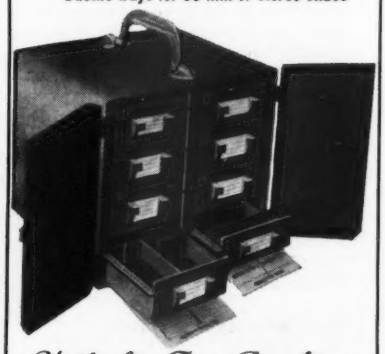
I hope some camera clubs will try out the idea and let me know how it works. Or else come along with a better idea on making this business of print-judging more satisfactory to all concerned. I have been attending camera club meetings for quite a long time, and seldom are clubs extremely well pleased with the results of a judging session. Neither are the judges. They have to make up their minds too fast, without seeing pictures long enough, if there are a lot of prints. And in most clubs the judges, poor souls, have to rate the prints as best, second best, and so on. That rating business is pure nonsense and ought to be abolished.

Somehow, judging as usually practiced in camera clubs fails to convey to the inexperienced the fact that one judge, or group of judges, may rate any given print quite differently than some other experts would, depending on personal taste or prejudice. The pro and con debate I have suggested should help the beginner to understand some aspects of a picture which a judge ought to consider.

The judge who looks at a picture and remarks, "I like it," or "I don't like it," is not actually discussing the picture at all, he is talking about himself and his reactions. A real honest-to-gosh judge, even though he may not like abstractions, or pictorial scenes, or pattern shots, or candids, ought to have enough of the judicial temperament to recognize whether a picture is good *of its kind*. His own preference as to the "kind" of picture is nothing for him to emphasize.—THE END

ONLY
ZEPHYR
QUALITY CASES
OFFER ALL THESE EXCLUSIVE FEATURES:

- Bevel edge construction to seal out dust
- Slip-proof, scuff-proof rubber feet
- Metal dividers for group files
- Inside Lacquered for moisture protection
- Duofile trays for 35 MM or stereo slides



Write for Free Brochure
MILLS AFFILIATES
207 W. 72nd St., Kansas City, Missouri

Unusual Color Titles
Put ZIP into your shows. Delight your friends with a humorous "professional" touch. For real showmanship, introduce these titles at the right time and wait for the raves. Different—cleverly designed 2 x 2 color slide titles—using pretty Hollywood models. ACT NOW—Set of 4-$1.50. Free Catalog and sample slide title—Send 25c to cover mailing.
HOLLYWOOD SPECIALTY PRODUCTS
6253 Hollywood Blvd., Suite 1028
Dept. M11, Hollywood 28, Calif.

HOLLYSLIDE
PROJECTOR
$30.95
BRILLIANT 16 M M STILL PICTURES

Only projector designed for 16MM single and double frame still pictures—
Thermal cooling lamp house
2" focal length—4 element type lens—finest optical system in any projector
Ideal quality gift
Post Paid in U.S.A. Immediate shipment
Send today for your free subscription to the Morgan Camera News, latest price lists.
FREE
MORGAN CAMERA SHOP 6262 Sunset Boulevard HOLLYWOOD 28, CALIF.

DON'T MISS THESE WONDERFUL BARGAINS IN
LENSES & PRISMS
War Surplus Bargains! Enlarging, projection lenses, diaphragms, condensers; millions of lenses, prisms! Also Binoculars, magnifiers, telescopes, polarizing attachments, filters, etc. Catalog "M" FREE on request.
Send $1.00 for Stock 2-M . . . 10-Piece Experimenters' Lens Kit and Big Instruction Booklet.
EDMUND SCIENTIFIC CORP. BARRINGTON, N. J.

New

Durst Enlargers

These enlargers are the ultimate in modern design and patented exclusive features. Produced by DURST, Europe's largest producer of quality enlargers.

$59.50

Illustrated is the 35MM Reporter

Weights only 7 lbs. Portable, (six basic parts). Scratchproof patented cast negative carrier with condensers and single frame clip built in. Swivels for horizontal enlarging. Internal red filter. Helical threaded focusing. Push button height control. Lens mount takes any Leica type lens; adapters for Contax or Argus slightly extra. Write today for literature and name of nearest dealer.

SOLE AGENTS OF Durst ENLARGERS

Durst enlargers are available in (5) models from 35MM to 5 x 7

HANIMEX (U.S.A.) INC.

593 MARKET ST., SAN FRANCISCO 5, CALIFORNIA

Associated Co's in Australia and New Zealand

CAMERA BAGS

Made by skilled craftsmen of the finest leathers obtainable. At better camera and department stores everywhere. Write for catalog of complete Perrin Line.

Perrin CALIFORNIA

J. B. PERRIN & CO., Inc. 8476 Warner Dr., Culver City, Calif.

MOVIES

An Adventure In Beauty for grown-ups. Brand new series of exclusive films. Really beautiful studies of Hollywood's loveliest cuties featuring many close-ups; the kind you'll like. A different model featured in each film. For a treasure chest of eye-filling beauty, send your order now!

NEW LOW PRICES!

THREE 8mm. B&W 50 ft. reels $4.95

THREE 16mm. B&W 100 ft. Silent or Sound films (state choice) $9.95

(Footages are approximate)

Shipped prepaid in plain, sealed package. No C.O.D.'s.

NATIONAL, Dept. 264, Box 5, Sta. E, TOLEDO 9, OHIO

BE A NEGATIVE RETOUCHER

MAKE BIG MONEY! UP TO $5.00 AN HOUR SPARE OR FULL TIME

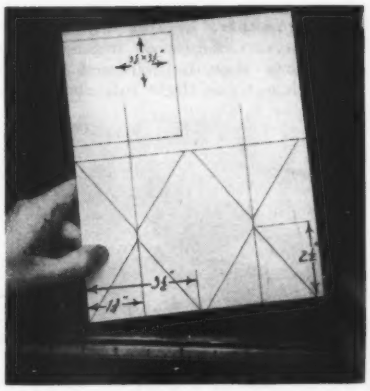
● Amazing new proven visual instruction by foremost Hollywood photographic authority, quickly and easily prepares you to do finest professional negative retouching at home. We supply all equipment needed—step by step directions for building big profit business from photo studios everywhere. No special ability or experience needed. Men and women of all ages can make tremendous profits. THOUSANDS OF SATISFIED STUDENTS.

SEND FOR FREE BOOKLET TODAY

THE DUVAL SCHOOL 6021½ SUNSET BLVD. Dept. HP 2 HOLLYWOOD 28, CALIF.

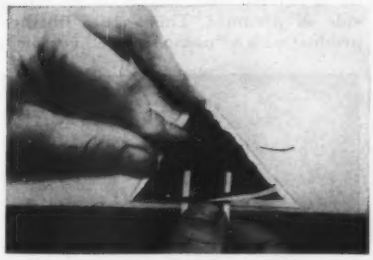
HOW TO MAKE A PHOTO PYRAMID

Want to display your favorite snapshots of family or pets in a "different" way? A photo pyramid is easy and inexpensive to build and will add novel charm to desktop or table. If you glue a small weight to the inside or bottom, you can have a handsome paperweight, too. You may use a combination of pictures on your pyramid, or plan a single shot to cover all the sides. There are many possibilities for other shapes.—TY COTTA



First, lay out the pyramid's sides on a sheet of sturdy cardboard. The dimensions shown here make a suitable size, but may be varied as you like.

Cut out each side with a razor blade (single-edged is advisable) or matte-knife. Use a straight-edge as a guide. Don't throw away the blank after cutting; you'll use it as a mask later on.



Trim the inside edges at sharp angle so they will fit together snugly. The neater and thinner they are trimmed, the better. For steadiness, do this against the edge of a table or board.

(Continued on page 124)

The exceptional camera functions like a great vocal group

Superb individual features performing together to produce superlative results . . . that is Konica!

From the moment you handle a Konica II . . . you realize why so many thousands of owners sing its praises. The brilliant 5-element Hexanon f2.8 lens . . . its nine speed (1 sec. to 1/500th) synchronized Konirapid-S Shutter . . . its compactness and speedy settings — all combine with the super quality rangefinder which knows no equal in any camera price class to bring you truly unparalleled pictures.

Test the famous Konica rangefinder at your dealer . . . its larger image and brighter view of even the dimmest subject will amaze you. See it today!

$119.75 Konica II

At your dealer, or write for descriptive booklet.

Konica

EMANUEL CAMERA CO., 76 W. Chelten Ave., Phila., Pa.

IN CANADA: McQuay Sales Co.

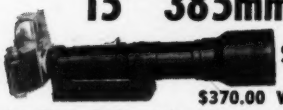
IN VENEZUELA: C. A. Yavaki & Co.

Specialists in TELEPHOTO LENSES

- All Lenses Sold On Money Back Guarantee
- 30 Day Trial Period
- Every Lens Brand New
- Shipped Postpaid
- Every Lens Tested, Guaranteed, In Precision Focusing Mounts
- World's Lowest Prices For Lenses of Highest Quality!

AMERICA'S ONLY FIRM SPECIALIZING IN QUALITY, COLOR CORRECTED TELE-LENSES

15" 385mm f4.5



$159.50

$370.00 VALUE!

For 35mm Exakta, Leica, Contax, Pentacon, etc. Coated. Fastest 15" lens with superb resolving power. Also for 16mm cameras.

6" 150mm f2.8

$79.50

$265.00 VALUE!

Highest speed 6" 16mm tele-lens! For Bolex, B&H, Kodak, etc. Coated, ultra-sharp.

8¼"210mm f3.8

$89.50

$270.00 VALUE!

A beautiful high speed lens for 35mm Exakta, Contax, Robot, etc. Coated, sharpest lens of its type!

9" 230mm f3.8

$99.50

$312.00 VALUE!

A powerful 16mm tele-lens for Bolex, B&H, Kodak, etc. Used by leading studio for award-winning wild-life films! A superb lightweight lens. Coated

OTHER SUPERB CENTURY LENSES
For 35mm, Exakta, Robot, etc.

90mm f1.9 coated	$ 89.50
100mm f3.5 coated	47.50
175mm f2.5 coated	149.50
200mm f2.9 coated	159.50

All Lenses 100% Made In U. S. A.

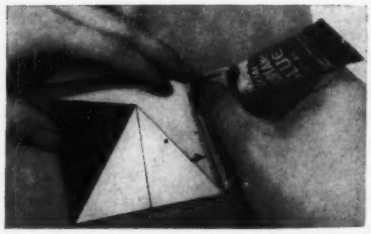
Buy your telephoto lenses from experienced specialists. The quality of our lenses is proven by thousands of satisfied owners. Full 3-year Guarantee.

ORDER TODAY! SENT POSTPAID

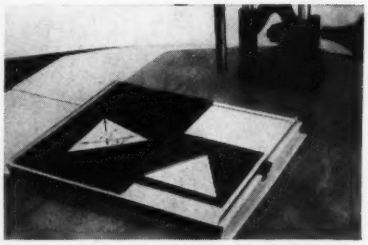
CENTURY
PHOTOGRAPHIC EQUIPMENT CO.
10425 Burbank Blvd., North Hollywood, Calif.

PHOTO PYRAMID

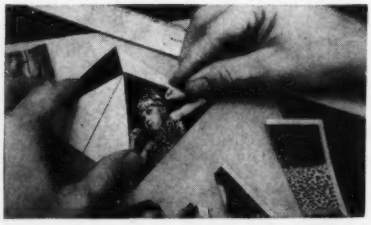
(*Continued from page 123*)



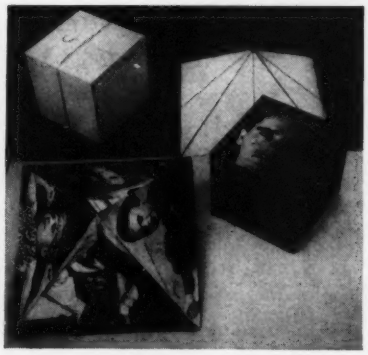
Using model airplane cement, stick the sides together, holding them tightly until it sets. Edges of finished pyramid may then be trimmed even to smooth out any slight miscalculations.



Before making a print for your pyramid, use the triangular cardboard mask (from which a solid side was cut) to help compose the enlargement. Then make the print, washing and drying it thoroughly so it'll be sure to stick.



For exact fit, cut out print along lines of same cardboard mask from which corresponding side was made. Be sure you refer to correct side and that you place the mask top-side-up on the photo. Cut out photo; lay thin coat of cement along edges and across center of its reverse side. Mount on matching side of pyramid. There's the finished product with a "photo square" (*below*).



SWIVEL HEAD

HAND LEVER

AUTOMATIC SPEED REST

ATTRACTIVE ANODIZED ALUMINUM

$54.50

TO OPERATE; ANY CAMERA can be pointed at any angle & height by squeezing hand lever. Leg will drop to desired length & swivel head is free to turn at any angle. Release hand lever and all preset positions are held rigidly by strong-internal spring.

PRECISION-MACHINED TO LAST A LIFETIME

PATENT PENDING

TELESCOPE LEG

REALLY SOLID IN TWO SECONDS

REVERSE PROCESS FOR A HANDY WAY TO CARRY CAMERA

Write for Illustrated Folder

AUTOMATIC SPEED REST
1139 E. EDGEMONT DR.
SAN BERNARDINO, CALIF.

STUDY PHOTOGRAPHY
COMMERCIAL • PORTRAIT • ILLUSTRATIVE

Finest professional instruction and equipment. Co-educational. Living accommodations secured for men. Attractive dormitory for girls. Training under G.I. Bill 550. Entrances 1st Monday each month. WRITE OFFICE OF REGISTRAR, ROOM 851.

RAY-VOGUE
750 North Michigan Ave., Chicago 11

CA$H FOR YOUR CAMERA!

Write today giving full details about your camera and get our premium cash offer or trade-in allowance.

Write for literature on the camera you want.

ALFRED We buy—sell and trade cameras

BASS INC.
585 MARKET ST • SAN FRANCISCO

COLOR SLIDES
STUDIES IN BEAUTY

BRAND NEW SERIES of exclusive slide sets for grown-ups. Really beautiful studies of lovely cuties in poses that were deliberately planned to reveal the utmost in beauty. You will be thrilled at the detail, color and clarity. 10 DIFFERENT 2 x 2 Slides in each set. Mounted ready for projector or viewer. Order them all and you'll have a treasure.

Set of 10 Slides	$ 3.00
2 Different Sets (20 Slides)	5.50
4 Different Sets (40 Slides)	10.00

Shipped prepaid in plain, sealed package. No C.O.D's.
NATIONAL, Dept. 264, Box 5, Sta. E, TOLEDO 9, OHIO

Make this a 3-D Christmas

Give the amazing

STEREO-TACH

IT MAKES REGULAR CAMERAS 3-DIMENSIONAL CAMERAS

It's a gift to thrill any photo fan! All he has to do is slip the STEREO-TACH on his *present* camera and he's all set to take pictures in life-like 3-Dimension. No New Skills Needed! Every Outfit Complete! Full range of outfits, handsomely boxed, and priced under $30.00.

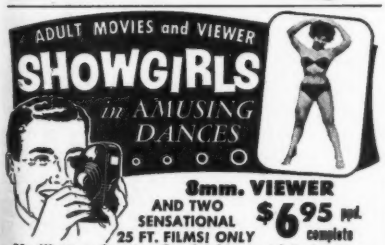
See Your Photo Dealer or write Mfr.

ADVERTISING DISPLAYS, INC.
419 Pike Street, Covington, Ky.

DELUXE OUTFIT #404 FOR 3-D SLIDES

ADULT MOVIES and VIEWER

SHOWGIRLS *in* AMUSING DANCES



8mm. VIEWER AND TWO SENSATIONAL 25 FT. FILMS! ONLY $6.95 ppd. complete

You'll get a charge and a chuckle out of these *saucy, sophisticated* films...actual moving pictures of lovely talented showgirls—performing hilarious dance routines. They're *terrific*—sure to cause a "Mirthquake" at your next party or get-together! New precision-viewing instrument gives bright, amazingly life-like pictures! Simply slip film into viewer, hold to light, and crank—for your *private* showing. Order NOW—supply limited!

FREE! 10-DAY HOME TRIAL

Viewer alone (handles any 25 or 50 ft. 8 mm. film) $4.95 postpaid

See these *unusual* films *before* you buy! If at end of 10 days you're not 100% satisfied, return film and viewer for full refund! You *must* be satisfied!

Send check or money order. (C.O.D.'s, $1 dep.) Shipped in plain wrapper.

4 STAR FILMS
P.O. BOX 1031 G-10 BURBANK, CALIF.

Photographers!

WIN $100*
for "CAT PICTURE of the YEAR"

WIN $25*
for "CAT PICTURE of the MONTH"

*U.S. Govt. Series E Bond

Contest sponsored by

CATS MAGAZINE and the makers of 3 LITTLE KITTENS *All-Fish* CAT FOOD

Photos submitted become the property of American Crabmeat Co.

Cat Picture Contest, P.O. Box 403, Boston 2, Mass.
☐ Entry attached ☐ Send me contest rules MP
Name .....
Address .....
City .....State.....

CHECK LIST

(*Continued from page 91*)

they come in all sizes, types and price ranges. Federal Store Away Model 269 shown (up to 2¼ x 3¼) is convenient for small premises.

32 OZ. GRADUATE—same one as for film processing.

ENAMELED TRAYS—three, 8 x 10 in. for $1.50 each. You can also use hard rubber (black) or stainless steel. Developer, acetic acid shortstop, and fixer go in them.

SAFELIGHT—Kodak Brownie Model B is light, inexpensive ($1.) and takes up little space. Ordinary clamp-on socket set will suspend it anywhere.

EASEL—fixed size types are easiest to use, store. Ganz Speed-Ez-El 8 x 10 in. is $3.85; Saunders Sing-L Size $4.95. Lots of adjustable ones, too.

WASHING TRAY—not essential but more convenient; 11 x 14 in. hard rubber tray to set in bottom of tub for print washing.

PLASTIC CLOTHESPINS—go around the edge of the wash tray to keep prints from slipping out. Also for hanging up prints to dry. Get a dozen of the spring clip type.

PRINT TONGS—get them with smooth tips so they don't cut prints, knobs or grooves to prevent them from slipping into tray. Plastic set shown, 18 cents each.

PAPER DEVELOPER—many kinds, powder or liquid, to choose from. FR quart (99 cents) makes one gallon. Powdered Kodak Dektol is 42 cents for quart can.

SHORTSTOP—acetic acid, 28%, about 55 cents per quart. Dilutes 'way down, lasts a long time.

FIXER—same as for films.

ENLARGING PAPER—25 sheets of 8 x 10 in. cost about $2.25.

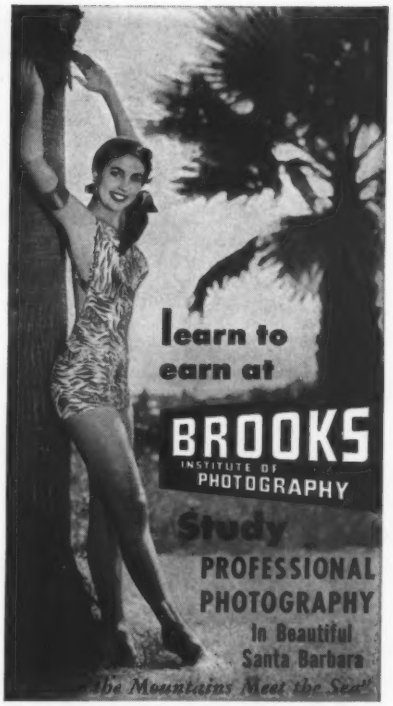
As for the specific method of setting up your working area, we'll leave that to your own imagination. THE END.

MOVIE CALLED "GLASS"

(*Continued from page 104*)

you might try using a Christmas tree ornament, a miniature "wavy" carnival-type mirror if you have access to one, or a concave-convex shaving mirror. As a finale to this series, shoot a face behind a fish bowl. As the fish swim before the subject (who should go through the motions of talking), switch abruptly to natural color film for about ten feet, then hold a colored filter in front of the camera lens. Use any color of filter you like; I prefer red or yellow. Open the lens diaphragm to compensate for the filter being used, but don't worry about over-exposing a scene of this type—it's prac-

(*Continued on page 126*)



Advantages of Studying at BROOKS INSTITUTE

- Train with World Famous Instructors
- Enjoy the Photographic School With a Spacious Campus
- Complete 24-month Courses in:
  Professional Portraiture
  Illustrative Photography
  Advertising, Fashion, General Commercial, Pictorial-Journalism
  Color Printing and Techniques
- Short Courses
  Tailored to individual's special needs. One week or more. May enter at any time.
- Motion Picture Courses*
  General Commercial, Television Productions, Dramas and Plays

Co-Educational
Approved for Veterans
Service and Placement Bureau

*Course not approved for Veterans

The Gateway to a Photographic Career

BROOKS INSTITUTE OF PHOTOGRAPHY

FREE Complete descriptive material of the unique BROOKS "Learn By Doing" system. Mail coupon today!

BROOKS INSTITUTE, Dept. 4
Santa Barbara, California
Gentlemen: Please send me full descriptive literature. I am interested in
☐ 24-month course ☐ Short Course (still)
☐ Motion Picture Course
Name.....
Street.....
City.....Zone....State.....
☐ I am a Veteran ☐ Non-Veteran

FASTEST ROLL FILM MADE

Weston Rating, Daylight 200, Tungsten 160
Remarkably Fine Grain

ILFORD
HP-3 ROLL FILM

The Internationally Famous Film favored by professionals and amateurs. A panchromatic film of extreme speed, medium contrast and fine grain.

With ILFORD you are sure of excellent results indoors or outdoors, even under poor lighting conditions.

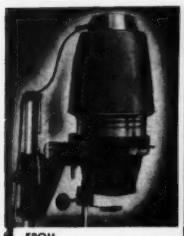
120
620
35mm

Priced same as standard brands.

At Your Dealer's

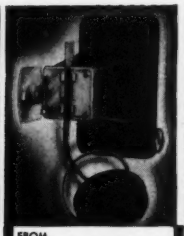
If your dealer cannot furnish ILFORD write us for name of dealer nearest you.

116 NORTH 4th ST. PHILADELPHIA — ALCO PHOTO SUPPLY, — 902 BROADWAY NEW YORK



FROM $19.95 FOTOLARGERS

Professional results at the lowest price possible for fine, precision made equipment. Only low price enlarger offering full line of accessories such as condensers, copy back, copy lits, counterbalances, etc.



FROM $18.95 CINELARGERS

Featuring new lens design, allows you to make prints from your B & W or color movie film. 8mm—$18.95, 16mm—$18.95. New 35mm model for making B & W or Kodacolor prints from 35mm slides $21.95.

FROM $19.95

STANRITE SUPERPOD GEAR ACTION ELEVATOR TRIPOD. Extra 90° tilt on panhead. Horizontal gear drive for movie panning. Single lock panhead. Ball level, many new features that have never been offered before.

WRITE FOR FREE 24 PAGE CATALOG — Dept. M

TESTRITE INSTRUMENT CO., INC., NEW YORK 3, N. Y.

see it again...as you saw it then

with a Skyline

2 x 2 Slide Projector

You can re-create your favorite scenes and events with perfect realism when you use a Skyline De Luxe. You'll take new pride in your photographic skill . . . discover new thrills in your color slides. 300 watt illumination; efficient blower-cooling system. Color-styled in Dawn and Charcoal Gray. $59.75 at better camera counters everywhere. Other SVE models from $39.95 to $79.50. Prices include F.E.T.

a treasure to give...
a pleasure to get

Exclusive 5-inch f/2.9 color corrected Hi-Lite lens.

SVE

SVE • 1345 DIVERSEY PARKWAY • CHICAGO 14, ILLINOIS

MOVIE CALLED "GLASS"

(*Continued from page 125*)

tically impossible. Use no more than 50 feet of 16mm or 25 feet of 8mm color: instead, let the color play a definite part and then leave the stage.

To balance the slow pace of the color scene, cut in a black and white action sequence immediately after it. This might be a closeup shot of a bottle just before it is shattered by a stone or bullet. Then, in swift succession, hang together the best glass shattering scenes you can collect. Drop a couple of old light bulbs on cement, shoot a closeup of a wheel or tire crunching over a fragile glass ornament, toss a brick through an old mirror. If you can possibly get hold of a piece of shatterproof plate glass, prop it across a couple of chairs or boxes, mount the camera underneath with the lens close to the glass, and follow the mirror smashing shot with one of the bricks falling directly towards the camera lens. If your nerves aren't steady, don't crawl under the glass to handhold the camera as I did. If you flinch, the screen effect will be ruined. With the camera on a short tripod, you can stand to one side as the brick falls and either trip the shutter with your hand, or use a cable release.

From this point on, try anything you think will result in interesting footage. Try a shot of a cat walking across a pane of clear glass—shoot it from below at 64 frames per second for a soft, slow-motion effect on the screen. Follow this with short, fast bursts of action—street traffic reflected in store windows, moving silhouettes behind frosted glass, flashing neon signs reflected in a large compact mirror. Carry this as far as your imagination (or footage) will allow, then cut back to the narrator, who, thoroughly befuddled by the added problem of trying to explain the difference between ordinary glass, mirrors, and reflections, is ready to go berserk. When he pauses (as though to let a point sink in) turn the camera sidewise, then upside down, then to the other side, and finally back to the normal position. Repeat this several times, shooting in short bursts at 8 frames per second while the subject holds *perfectly still*. When this scene is projected at 16 frames per second, the result will be a whirling effect that sets the stage perfectly for a final shot of the narrator who looks dazedly at the sheet of glass he's holding, presses it flat against his face and crosses his eyes for a closeup that says "Finis".

Wacky stuff? You bet it is—but wacky in a way that will lift you out—and keep you out—of the *average* movie maker's rut. As for your audience, take my word for it—no matter which psychiatrist they refer you to, they'll love you for having spared them another "Our Vacation" monstrosity!—THE END

HERBERT MATTER

(*Continued from page 78*)

Who else but Matter could have made this photograph? He oddly enough could not have done otherwise. Who then is Herbert Matter and what is Photography?

Impertinent questions, while hardly virtuous, demand answers. In 1922, when American photography crusaded for recognition under the leadership of Alfred Stieglitz, an issue of his magazine *Manuscript* devoted all its pages to the discussion of one burning theme: "Can a Photograph Have the Significance of Art?" An ancient battle, an anxiety of the day. Responses were solicited from well-known writers and artists, American and European alike. It is fairly safe to report that no final answers were found. Among the many that were received, if not the longest, then certainly the least pompous, was that from a Dadaist pioneer and French painter: It read simply:

"Dear Stieglitz,

"Even a few words I don't feel like writing. You know exactly what I think about photography, I would like to see it make people despise painting until something else will make photography unbearable.

"Affecteusement, Marcel Duchamp

"(Painter, Chess Expert, French Teacher and Type Expert)"

After more than thirty years, the self-conscious question and the puckish, incisive answer—from a man who might be credited with anticipating "blur" photography by virtue of his famous painting, *Nude Descending the Staircase*—may well seem no more than a quaint conversation of early photographic history. It is also possible that one's quaint elders are not so airly to be dismissed.

Photography matures

The phenomenal growth of the applied arts since the hey-day of Stieglitz and Dada, particularly in the wide use of photography, has left little leisure for either speculation or worry. For many, the question has become academic, that is to say—of no damned practical use on earth. Since then too, American photography has added to itself no small measure of self-confidence and sophistication.

Photography's long rivalry, perhaps jealousy, with Painting was seemingly at an end. The pressure was off. An art revolution was responsible. Started by Cezanne in the 19th century it was carried forward by—to mention but a few—Cubists, Futurists, Dadaists, Surrealists and by artists of the abstract and the functional. Under a banner whose slogan might easily have read "New Space . . . New Vision . . . New Picture," it had

(*Continued on next page*)

Light comes first

and Heiland is first with

Ylla

Famous all over the world for her animal photography, Ylla has this to say about lighting:

"Many of my best pictures are made on location at the zoo. I use Heiland Strobonars for this work because they are extremely portable and easy to handle, and their dependable performance leaves me free to concentrate on the animals."

write for FREE booklets

The overwhelming preference for Heiland among professionals proves that a Heiland unit on your camera will give you the ultimate in portable lighting. See your Heiland dealer soon.

Ask your Photo Dealer how you can buy Heiland Equipment on Budget Terms

Heiland®
THE FINEST NAME IN FLASH
New York, Chicago, Los Angeles, Atlanta, Kansas City
Hawaii, Alaska, Canada, Mexico
130 E. Fifth Avenue, Denver, Colorado

COLOR PRINTS

SATISFACTION GUARANTEED
INDIVIDUAL COLOR BALANCING
ELECTRONIC CONTROL

2¼ x 3¼ ea.	25¢	4 x 5 ea.	75¢
2¾ x 3¾ ea.	40¢	5 x 7 ea.	$1.00
3½ x 4⅝ ea.	60¢	8 x 10 ea.	2.00

Ansco & Ektachrome Rolls Developed.... $1.00
35MM (20 Exp.) $1.00
(36 Exp.) 1.50

RAPID SERVICE
All orders returned 1st class mail.
(Minimum Order $1.00)
No C.O.D.'s Please

Color-Pix Inc
Box 1287—Church St. Station, New York 8—N. Y. Dept. M11

Individually designed for Leica, Contax, Rolleiflex, Exakta, Retina and Contessa cameras with complete accessories. Priced at forty and sixty dollars.

KLING PHOTO CORPORATION
235 Fourth Ave., New York 3, N. Y.
7303 Melrose Ave., Los Angeles 46, Cal.

SPECIAL...
MONEY-SAVING BULLETIN TO DARKROOM FANS...

If you're tired of lugging clumsy, oversized bottles of darkroom chemicals, then run, do not walk, to your nearest dealer for . . .

EDWAL'S New Photo Concentrates

Edwal gives you as much as this

in a bottle that looks like this

NEW Edwal Fine Grain Concentrate. Saves you space and money. Dilute it each time you use it, then throw it away. 16-oz. economy size makes 16 pints and will develop 48 rolls—4-oz. size, 12 rolls. 16-oz. . . . only $1.19

NEW Edwal Hi-Speed Liquid Fix Concentrate. Fixes prints and films in 1 to 3 minutes. 16-oz. size makes 3 quarts—fixes 120 rolls of film or 360 4" x 5" prints. 16-oz. . . . only $.79

NEW Edwal Velvet Paper Developer Concentrate. Best general-purpose developer made! You can develop over 800 4" x 5" prints with just 16 ounces. You can use it for all photographic papers—and you can develop films with it, too! 16-oz. . . . $.99

NEW Edwal Signal Shortstop Concentrate. This is the shortstop that changes color when approaching exhaustion. Just 10 drops make a quart for fine grain developing. One ounce makes a quart for paper developing. 16-oz. . . . $.75

NEW Edwal Anti-Scratch Hardener Concentrate. Use it with any fixer or hardening bath, scratch your thumbnail over your negatives and you won't even leave a scratch! 16-oz. makes 16 quarts. 16-oz. . . . $.79

SPECIAL FALL OFFER

Finely-engineered, shatter-proof, plastic roll-film developing tank—yours for only $1, plus 25¢ for postage, with tag from any Edwal 16 oz. or quart bottle! Just write your name and address on back of tag and mail to:

EDWAL Scientific Products Corp.
420 W. 111TH ST. • CHICAGO, ILLINOIS

HERBERT MATTER

(*Continued from page 127*)

shaken the painter's easel out of its perch as the sole ruler of the pictorial world. Within a comparatively short time too, Photography gained its long-desired prestige; in the social and financial success of the photo-journalist, the fashion illustrator and in the appearance of poet-reporters with distinct personal expressions. In an everyday world, more and more dependent upon the photographic "picture," what need to determine or foolishly argue about one's place in the Sun?

In the years since Stieglitz, Photography has, comparatively speaking, left isolation, neglect and poverty behind. But not its doubts!

Photography: two worlds

Unwanted as an infant, intimidated by an older brother while still a child, self-conscious as an adolescent and phenomenally successful as a young man, Photography today is in the position of straddling two different worlds. The one is work-a-day in use with billboards, newspapers, magazines and films; the

other an impractical place of experiment and search without which there can be no growth. The two worlds are inseparable, feeding and fighting each other. Herbert Matter is that rare photographer who can straddle the two, successfully and honestly.

The dilemma, the paradox of success and failure are not new. Each creative photographer—each man as well—must resolve this question in one way or another, and seek to make peace with himself. He can ignore the two worlds if he will, but live in both of them he does. Photographs are both business products and artistic expressions. It requires a disciplined imagination and integration of high order to consistently turn out both—without detriment to either. Even more it requires the special education

and tradition in modern art which insists that a photograph must first of all be considered simply as a "picture," and that the design of daily living must be made beautiful. Such belong to Herbert Matter.

Since the time that Marcel Duchamp uttered his impious but delightful prayer, more than one person has discovered how easy it was to "despise" modern painting and how "unbearable" modern photography could be at times. Yet his was not a plea for destruction but rather of enlarging visual experience, however it was achieved. Painting has hardly been usurped by photography, nor has it been evicted by an upstart. Any battles that Photography must fight are from within, in a struggle to continually expand the limits of its visual power. Such a present-day pioneer is Herbert Matter.

For Matter, the question posed by Stieglitz is neither dated, academic nor a source of fruitless conjecture. His approach to the answer is found in the work of more than a quarter of a century, in a succession of photographs which opens with his 1928 portrait of a gypsy child (*page 87*) and is brought up-to-date with the portrait of a Chinese puppet (*page 80*). In keeping with Duchamp, the credits beneath his signature read: Photographer, Designer, Photo-Monteur, Poster Artist, Film-Maker, Teacher and Darkroom Expert.

Matter, the gymnast

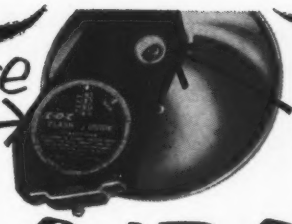
A tall stoop-shouldered man in his late forties, Matter is a gymnast among photographers. One of the first to introduce "blur" motion and technique into photography, he nimbly walks astride the two worlds of art and commerce. Rarer still, this modest-mannered, Swiss-born confectioner's son has introduced the lessons and vigor of modern art into the camera image. Today, seasoned and self-assured, he continues to ask of himself: What is a photograph and who is Matter?

Sweeney's opinion

A nagging inquisitiveness, which believed that the answer to one would be found in the other, might lead to the library files of a museum. There could be found a brochure from a 1943 exhibition of his work, as well as a statement by James Johnson Sweeney, presently director of the Guggenheim Museum in New York: "For Matter photography is a means of discovering fresh art forms and arriving at new formal arrangements. He is a scrupulous technician . . . For Matter the camera is a tool . . . For him there are no technical taboos. The picture is the thing. Matter is an artist in his field. A researcher, however, who is both artist and technician is rare. This

(*Continued on next page*)

Exposure Set → Light On



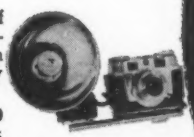
You're Set To Shoot

Fool-Proof Pictures Everytime!

Here's the QUALITY flash gun that fits every camera in the family! C.O.C. B-C (battery-capacitor) POCKET FLASH features the New Flash-O-Guide that tells at a glance the proper exposure to use . . . AND the built-in test-lite that warns against faulty bulb or connection! 22½ Volt battery included, lasts for years, fires up to six added extensions.

Brackets available for all types of cameras, or for mounting on accessory clip or tripod socket. Be certain you buy C.O.C. . . . there are many imitators, but no equal!

ALL-METAL Model $15.50
TENITE Model 9.95



See C.O.C. at your dealer . . . write for illustrated catalog

CAMERA OPTICS MFG. CORP., 101 West 47th Street, N.Y.C.

C·O·C Flash *Naturally!*

MICO VUE

Finest hand-held and desk viewer

ONLY SLIDE VIEWER WITH Semi-matic STORAGE COMPARTMENT

Semi-matic changer feeds and files up to 36 color slides!

COMPARE!

• Biggest viewing lens • Finest optical system • Built-in MAGNIFIER • Only hand viewer made for GROUP VIEWING • Uses artificial or daylight illumination • Binocular vision (no squinting—use both eyes!)

YOU FILE IN HERE

NOW...ONLY $5.95

YOU FEED FROM HERE

See the viewer with the 18 exclusive features! With Mico-LITE . . . Only $7.90. At leading photo dealers or write direct to:

MICO PHOTO PRODUCTS
119 S. DEARBORN
CHICAGO 3, ILL.

FOR YOUR PROJECTOR!

Automatic projection and permanent slide storage

Airequipt

AUTOMATIC SLIDE CHANGER

Makes your projector automatic . . . simply slip into place, using the supplied adapter, and operate lever to change slides. Show in sequence or pick the title you want to see. Each slide at your fingertips!

Complete with one magazine for 36 slides. $14.95

SLIDE MAGAZINE

The "heart" of the Airequipt system . . . exclusive all-metal magazine permanently holds 36 slides, in any order. Hands never touch a slide! Complete with index card, each $2.25

CARRYING CASES

PC-6 for 6 magazines and changer $6.98

PC-12 for 12 magazines or 11 plus changer $10.95

Airequipt

2X2 SLIDE SYSTEM

Your Dealer will gladly demonstrate! Illustrated catalog free on request.

AIREQUIPT MANUFACTURING CO., Inc. • New Rochelle, N. Y.

THE AIREQUIPT AUTOMATIC SLIDE CHANGER ON YOUR PROJECTOR CAN NOW BE USED WITH THIS TABLE VIEWER

by *Airequipt*

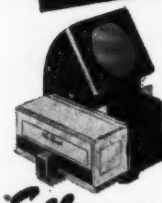
DUAL-PURPOSE VIEWER

Brilliant, evenly-illuminated viewer for 2x2 slides. Handsome, streamlined molded Bakelite case, with large, optically ground and polished lens. Simply plug in, and see enlarged views more colorful than ever! With on-off switch.

NEW PRICE $10.95

AUTO-VIEW

Dual-purpose viewer with the Airequipt Automatic Slide Changer and one magazine for 36 slides! Provides the ultimate in viewing luxury.



NEW PRICE $24.50

See the complete Airequipt System for showing, indexing and storing 35mm slides. Includes Automatic Slide Changer, Slide Magazines, Table Viewers, Slide Glass and Carrying Cases for Magazines . . . at your Dealer!

Your Dealer will gladly demonstrate! Illustrated catalog free on request.

AIREQUIPT MANUFACTURING CO., Inc. • New Rochelle, N. Y.

HERBERT MATTER

(*Continued from page 129*)

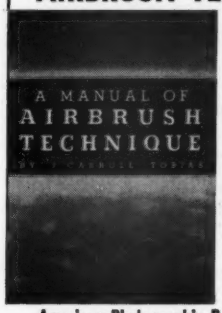
is Matter's importance. To expand the frontiers of pictorial expression he combines for us the photographer, artist, explorer."

A bolder approach, stirred by a recent viewing of his pictures, photographs, montages and abstractions—now being circulated abroad by the State Department—would undoubtedly lead to his sixth-floor studios on a street in the heart of New York's fashion world. There in association with such well-known photographers as Constantin Joffe, Baker and Rutledge, he works at the business of photography. While the visitor waited he might sit in on a Matter shooting session. Perched on a high ladder, and with a cigarette perilously dangling from his lips, Matter patiently directed a tow-headed boy into position. The picture itself, to be used in an advertisement for canned peas, was a super-imposure. Meticulously and repeatedly, he checked his crayoned transparency, the lights and the angled pose. After many shots, Matter was finally satisfied and the boy could go home. Now at last, more could be learned of a photographic career that started accidentally in Paris with a camera forgotten by a friend.

Matter's early years

It was a career which led from his birthplace of Engelberg, a small Alpine village in the center of Switzerland, to Paris, back to Engelberg and finally on to New York. It was a training which began with the blessings of his father who had been unable to develop his own artistic turn. Matter, first-born, instead of going into the family's business, was encouraged to find his way as an artist. While attending the local gymnasium (secondary school) he received private lessons from the village painter whose model of style was that of church allegory. After attending Ecole des Beaux Arts in Geneva, Herbert Matter went to study painting in Paris in the classes of Ozenfant and Fernand Leger at Ecole Moderne. Leger, colorist and poet of the

A MANUAL OF AIRBRUSH TECHNIQUE



The alert photographer who will take the time to study the use of the airbrush and master the technique of handling it can turn this knowledge to real value in delivering work of higher caliber than any competitor. The versatility of the airbrush, with instructions of Tobias to follow, will enable anyone with artistic bent to master the instrument. You learn the rudiments of art, how to lay tints, make lines, do photographic retouching and coloring. 176 pages, illustrated, 6x9, cloth bound. $3.50. Rush your order to

American Photographic Book Pub. Co. Inc.
33 W. 60th St. New York 23, N. Y.
(Add 3% sales tax for New York City delivery)

ARE YOU GOING TO MEXICO?

Then be sure to take with you a copy of "Photographing Mexico," by Cecil B. Atwater, veteran traveler, noted photographer, and regular visitor to that delightful country for many years. Spots missed by the average tourist are covered in this unique book you need to make your trip a success. Send $3.50 to (add 3% sales tax for N. Y. C. delivery)

AMERICAN PHOTOGRAPHIC BOOK PUB. CO. INC.
33 W. 60th St. New York 23, N. Y.

CAMERA GUIDE

Here is a listing of practically every American and foreign camera, movie and still, on the market today. It gives essential information such as lens, shutter, manufacturer or importer, list price, etc., in concise form, and you can have a copy by sending 50 cents right away (supply limited) to Am. Photo Book Pub. Co., 33 W. 60th St., N. Y. 23, N. Y.

SPECIAL OFFER
You save $2.50 if you order NOW

WOODLAND PORTRAITS
By JEANNETTE KLUTE

This photographic gift book de luxe of the year contains 50 magnificent full-color photographs by a great artist working with the color camera.

Jeannette Klute is the Eastman Kodak Company's own research photographer in charge of the Visual Research Studios of the Color Technology Division.

These masterpieces of photographic art average 9 x 10", reproduced from Eastman Dye Transfer Prints under her direct supervision.

Bound in full buckram, gold stamped, 12⅜" x 16¾", with two *separate prints suitable for framing*, this beautiful book contains *complete camera data* on each of the 50 pictures.

It took Jeannette Klute 3 years to make these pictures. They will give you a life-time of enjoyment and instruction.

WOODLAND PORTRAITS is only $17.50 *if you order before October 12.* After that the price is $20.00. Only a limited number of copies have been printed. Order now and avoid disappointment later. *Mail coupon below today.*

AMERICAN PHOTOGRAPHIC BOOK PUB. CO.
33 W. 60th, New York 23, N. Y.
Please send me one copy of WOODLAND PORTRAITS. I enclose $.....
(add 3% sales tax for New York city delivery)

Name.....
Address.....
City.....Zone.....State.....

Compare it...

DELUXE MODEL $5.95

ARCADIA TRANSPARENCY Viewers

then BUY IT!

FOR 2X2 SLIDES BANTAM & STRIP FILM

Only ARCADIA gives you all these....

- Self Illuminating
- Uses Standard Flash Light Batteries & Bulb
- Best Illumination
- Provides Sharpest Image
- Greatest Enlargement
- Adjustable Focusing
- All in ONE COMPACT POCKET SIZED UNIT

FOLDS TO FIT POCKET OR PURSE

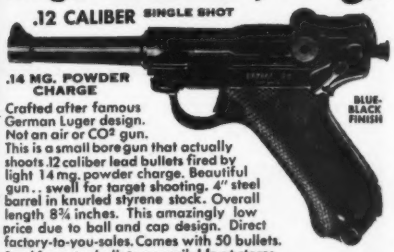
STANDARD MODEL $4.95

If your dealer can't supply you write direct.

ARCADIA MANUFACTURING CO.
3214 WEST LAWRENCE AVENUE
CHICAGO 25, ILLINOIS

Kruger Pistol *Bargain* $3.00 post paid

.12 CALIBER SINGLE SHOT



.14 MG. POWDER CHARGE

BLUE-BLACK FINISH

Crafted after famous German Luger design. Not an air or CO^2 gun.
This is a small bore gun that actually shoots .12 caliber lead bullets fired by light 14 mg. powder charge. Beautiful gun.. swell for target shooting. 4" steel barrel in knurled styrene stock. Overall length 8¾ inches. This amazingly low price due to ball and cap design. Direct factory-to-you-sales. Comes with 50 bullets.
Send for extra bullets or available at stores.
Money back if not satisfied. Limited quantity. Delivered free.
Send $3 cash, check or money order to KRUGER CORP.
KRUGER BUILDING, BOX R51, ALHAMBRA, CALIFORNIA

Nasal Congestion Associated With Head Colds May Cause Symptoms Of

SINUS

ASTHMA, HAY FEVER.

Amazing New Treatment—FREE TRIAL

Thousands have received amazing, fast relief with this sensational, new treatment, from symptoms of hay fever, asthma, sinus headaches, pressure in forehead, soreness in eyes, cheek bones, top of head, back of head and down neck, when caused by nasal congestion. Write for 7 DAY FREE TRIAL, POSTPAID, no cost or obligation to try it except; it is agreed you will mail it back, postpaid at end of trial period if not amazed with results.

National Laboratories, Dept. S29A, Galt, Calif.
Offer not good in California.

SOUND EFFECTS AND MOOD MUSIC RECORDS

Especially suitable for the Bell & Howell 202 Projector

Send for FREE catalogue

THOMAS J. VALENTINO, Inc.
150 West 46th St. Dept. MP N. Y. 36, N. Y.

machine age—"Nowadays a work of art must bear comparison with any manufactured object"—was later to become a warm friend of this student, and to reside with him in New York during this French painter's World War II exile.

In Paris, Matter came into contact with the design and force of other famous figures, such as Cassandre, famous poster designer—creator of the Dubonnet wine mannikin—and Le Corbusier, architect, and proponent of new laws of proportion and space. Matter gave up painting, but he never abandoned the new vision which it had given to modern art. At the start it was Cezanne's vision which broke away from static scenes, which allowed the spectator to enter and participate. The frame of a picture was no longer an open window through which one looked at the world outside. Reality for the eye was no longer divided between an *inside* and an *outside*. Reality lies within the relationship of objects to one another.

Cezanne's influence

Cezanne, and the long line of men after him, shattered the third-dimension. They sought to destroy space, the feeling of depth, the illusion of a real world standing still on a picture. This major principle of modern art is to be read, almost without exception, into every photograph that Matter creates. Even when shooting an outdoor scene, such as a mountain range in the Far West, he works deliberately to obliterate depth. "Perspective," he says, "makes me uncomfortable. I must be able to work on one plane, a flat surface where I have strict control and manipulation at all times." In a picture without depth, interaction takes over and sends the eye moving. It is a new motion.

Cassandre and Le Corbusier typified too another spirit of Matter's student days in Paris. This was the "school" which sought to find a universal place

(*Continued on next page*)

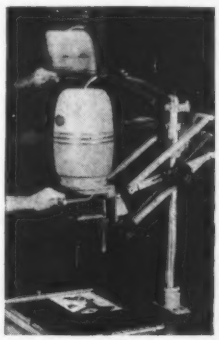
NEW PRODUCT ADVERTISEMENT

FREE, NEW 96 PAGE CAMERA, LENS AND EQUIP. CATALOGUE!!

Here's exciting news for Professionals, Amateurs and Photo fans the world over . . . THE BRAND NEW 55TH ANNUAL BURKE and JAMES CATALOGUE IS OFF THE PRESS TODAY!! It's Bigger and Better . . . over 25 new 2-color pages and crammed with thousands of newest "Photo-tools", CAMERAS (Press, Studio, Candid, Special Purpose, etc.), LENSES, PROJECTORS, Lighting Equipment, Developing Equip., Enlargers, etc. Although costing thousands of dollars to produce, this 55th annual issue is YOURS ABSOLUTELY FREE. Write Burke & James Inc., 321 S. Wabash, Chicago 4, Ill. U. S. A. GET YOURS TODAY!! Dept. M.P.

NEW SOLARMATIC ENLARGERS

B & J, Pioneer in the Enlarger Field, announces a new moderate priced enlarger that promises every photo fan, regardless of experience, excellent results from the first negative. Called SOLARMATIC, it features effortless fingertip operation, even illumination, perfect alignment and rigidity. Model #120 (shown) takes negs. from 35mm. to 2¼x3¼ inches and model 4x5 takes 4x5 inch negs. Features: Quick interchange of different focal length lenses; fast finger-tip focusing; counter balanced lamphouse; dustless negative carrier; 8 times magnification; non-actinic 20x27 inch baseboard; adjustable double condenser system (for the 120); diffusion system for the 4x5 which can be converted to condensers. 4x5 model has 24x32 inch non-actinic baseboard. The SOLARMATIC 120 less lens sells for $99.50. SOLARMATIC 4x5 less lens—$132.50. Both GUARANTEED. BURKE & JAMES, INC. Dept. AA, 321 So. WABASH, CHICAGO 4, ILL.



LENSES . . . FOR THOSE WHO WANT THE BEST

Professionals and dealers recognize Burke & James, Inc. as the largest and most complete source of standard and unusual lenses in the world today! This outstanding selection includes the world's foremost makes, both foreign and domestic . . . CARL MEYER—WOLLENSAK—DALLMEYER—EASTMAN—COOKE—MIRROR-OPTICS and many others.

A lens for every need! Portrait; Wide Angle; Anastigmat; Process; Special lenses for Recording, Radiography, Oscillography, and Time lapse; Big Bertha; Telephoto . . . all carry the famous Burke & James GUARANTEE backed by a 15-day trial offer. Complete Laboratory and Testing Facilities; Special mountings, etc.

The FREE 96 page BURKE & JAMES catalog has over 25 pages devoted exclusively to LENSES. Ask your dealer or write Burke & James, Inc. 321 So. Wabash, Chicago 4, Ill. Dept. M.P.

SENSATIONAL VALUES

MOVIE FILM 8mm & 16mm

Size	B&W	Color
8mm 25' dbl. roll	$1.15	$2.75
8mm 25' dbl. mag.	1.75	3.00
16mm 100' roll	2.75	7.40
16mm 50' magazine	1.90	3.75

Processing included—

With purchase of 6 rolls B&W of any size—ONE FREE.

BULK MOVIE FILM 8mm & 16mm

1500' (30 50' rolls)	$11.50
50' rolls	.45
100' "	.90
1350' (25' rolls)	9.95
400' rolls	3.60

(this is a fine grain) PANCHROMATIC FILM

Processing not included

35mm COLOR FILM

Available in ANSCO TUNGSTEN 100'.....$22.00

AERO EKTACHROME—DAYLIGHT SPEED—100 ASA 20 exp. rolls, including proc. $1.79 (3 for $5.25)

20 exp. rolls INDOOR ANSCO COLOR $1.00 (3 for $2.75)

AERO EKTACHROME IN BULK—25 ft.....$4.95

AERO EKTACHROME CHEMICALS—1½ gal....$2.95

35mm BLACK & WHITE BULK

Available in WESTON 24-50-100

100' notched	$1.65
200' "	2.40
400' "	5.25

Available—35mm HIGH SPEED WESTON 150 Eastman Kodak

200' $3.95—400' $7.25—1000' $16.95

ROLL FILM

#127, 120, 620, 116, 616

Black & White 10 for..... $1.95

120 & 620 color.....75¢ a roll

35mm 20 exp. B&W.....25¢

35mm 36 exp. B&W.....49¢

Minimum order 4 rolls

MOVIE FILM SPECIAL

100' 8mm double

Packed on 4 Camera spools 25' each..... $1.79

Processing—50c 25' double

Processing—100' 16mm (Bulk)... $1.50

ACCESSORIES

200' 8mm proj. reels 5 for.....$1.00

100' 16mm camera spools.....25

16mm empty magazines.....75

8mm empty magazines.....75

VIEWMASTER DISCS, various Airplane scenes KODACHROME 6 for $1.00

AERIAL FILM & PAPER

sealed in original metal container.

5¼x20' Super XX Tri S Pan..... .99

5½x26' Super XX Tri S 1.59

5½x56' Super XX 1.99

7x125' #3 Enlarging Paper 1.89

3x200' #2 Enlarging Paper 2 rolls in pkge 1.89

16mm SOUND RELIGIOUS PICTURES

MESSENGER OF THE BLESSED VIRGIN (song of Bernadette) 9 reels

(7) CHRISTUS—ST. ANTHONY OF PADUA —9 reels—CROWN OF THORNS—8 reels

$100.00 Per Feature

Include postage with all orders

CINEPIX, INC., 243 West 55 St., N. Y. 19, N. Y.

HERBERT MATTER

(*Continued from page 131*)

for "picture" in the everyday scene, to join the world of art to that of daily living. It enlisted any pictorial means, any combination of them to achieve this. Art to be worthwhile needs more than the quality of beauty. It must be useful. And if useful, like a cigarette advertisement by Cassandre or a building by Le Corbusier, its design must be pleasing. For this movement, Functionalism, art and use are inseparable. A man who could be creative must walk abroad in both worlds. Inside-out, outside-in.

Apprenticeship with design, self-training with the camera, work at the famous photographic studio, De Bernay-Peignot, and respect for the power of a picture whatever its elements; Matter soon made use of these on his return to Switzerland in 1932. There, within a short time, he gained a wide reputation for the series of brilliant photo-montage posters commissioned by the Swiss Travel Bureau. Three years later he came to America, accompanying a dance troupe on tour throughout the country. It started as a pleasure trip. He remained, soon to take part in the renovation of American advertising. During this period in the late thirties he executed a series of photo-montage ads for the Container Corporation of America which were immediately recognized as pace-setting for the industry. At the New York World's Fair Matter was on view again as the designer of the popular and stared-at Glass House and the Swiss Pavilion.

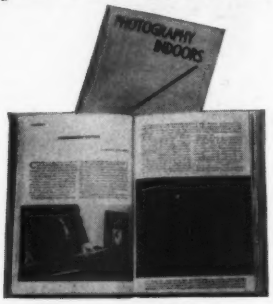
What is "picture"?

His involvement with "picture" is all-pervasive; whether it is to hold one-man shows throughout the country, to mount exhibitions for the Museum of Modern Art or the Art Directors Club, to do layout and typography for magazines, books and brochures, or design with Charles Eames in California. Very well aware of that interaction of line and light which makes for worthwhile photography, Matter is ever mindful that it must also be properly composed and correlated with the space about it. If the photograph is to preserve its unity and if the printed page is its frame, it must be in balance with all the elements of that page—print, word-material, layout, etc. There must be design in the photograph and the photograph must be set and in step with the design of the printed page. Matter's responsibility to the photograph is not merely artistic. It is social in a sense, this concern for the "home" in which it will live.

The search for his identity continues further: It goes to those rare statements in which this photographer has expressed himself in words. In the magazine *Arts*

FIVE BOOKS

you will want to own:

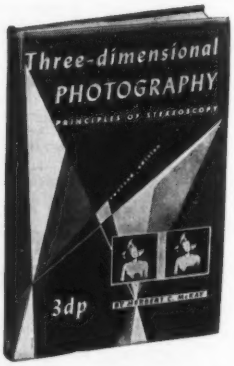


28. PHOTOGRAPHY INDOORS—A store house of information on lighting, backgrounds and arrangement, for still-life, table-top and flower pictures—also how to copy and to make greeting cards. $3.50

85. Three-Dimensional Photography by H. C. McKay

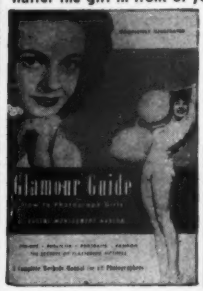
"a MUST for Every SERIOUS STEREO photographer!"

Says Modern's review of the bigger, revised Three Dimensional Photography, by Herbert C. McKay, one of the world's leading experts on the subject. Every phase of stereo, both movie and still, exhaustively and competently covered. $5.75



20. BETTER PRINTS—Over 275 illustrations show in detail how to make better prints—from contact printing and enlarging to modern print finishing $3.50

197. GLAMOUR GUIDE *by Eugene M. Hanson*—Whether amateur or professional, you can profit from Hanson's tips on how to make pictures to flatter the girl in front of your camera. Please her by studying the techniques described, the lighting diagrams and the 100 photographs presented in this volume, then applying them to your own work. 210 pages, 7 x 10, cloth. $5.00



94. COPYING TECHNIQUE *by George B. Wright*—the art of reproducing an absolutely flat object is completely covered. 128 pages, illustrated, 6x9, cloth. $2.00

Buy all 5 and earn 2.50 credit toward any books in our entire line of over 300 different photographic titles.

TO MAKE YOUR PICTURES BETTER, CLEARER, MORE EXCITING—ORDER THESE BOOKS TODAY!

AMERICAN PHOTOGRAPHIC BOOK PUBL. CO.
33 West 60th Street, New York 23, N. Y.

Please send me postpaid the books whose numbers I have circled: 28 85 20 197 94

I enclose payment $.....

I want all 5. I enclose $19.75. I understand this entitles me to $2.50 credit toward purchase of any books in your entire line.

Name.....

Address.....

City.....Zone.....State.....

Add 3% for delivery in New York City.

Write for price list of 350 other photographic books.

and Architecture (May 1944) he stated: "Through photography we see what the human eye fails to discern. We grasp the split second in which the image of human drama is unconsciously revealed. Our vision is quickened, our plastic conception enriched. . . . But if photography would stop here it would not break the chains of documentation. These are but stimulating points of departure. It must surpass the workings of an unfeeling machine, however sensitively used. It must become a controlled creative activity. . . . In exploring the various photographic processes themselves and here lies infinite possibility to control, to liberate, to create visual sensation. Drawing with light, solarization, photograms or other direct impressions on picture or negative material etc. Indeed with the exploring of these means, photography achieves an independent existence with no need of material from without. . . . But to me the highest possibility lies in Montage. Here can be combined an essentially photographic wealth of material with the complete control of a flat surface and its spatial tensions. Here lies a world untouched, with its own dynamic, its own life."

Matter on photography

Seven years later, at another period, there is another mood: In the book, *The Art and Technique of Color Photography*, he continues: "Two professions are involved in creating visual images on a flat surface: painting and photography. It is a question whether photography is an art, that is whether art can be achieved without being evolved . . . neither of them can replace the other, nor can they arrive at the same results; and if they try they will not be able to bring anything to life in their medium. . . . Photography stands alone in the world, without family or inheritance, and within its basic rules and essentials the photographer must find his 'security'—security that he has the gift of intuition to recognize the aesthetic and pictorial value in his medium. . . . Ac-

(Continued on next page)

STERO DAPTOR
358 SUTTER SAN FRANCISCO

For single frame projection of Realist, Revere, etc., cardboard or glass mounted STEREO slides thru all popular 35mm projectors.

STERO-DAPTOR stereo slide carrier for your 35mm projector (specify make, Argus, GoldE, TDC, etc.) $3.00

SEE YOUR DEALER OR WRITE

Model Release Forms
REQUIRED BY MOST EDITORS
25¢ for a pad of 25
Limit 4 pads to each.
No stamps, please
Modern Photography, 33 W. 60th St., N.Y. 23, N.Y.

the amazing
DEVELO-TELL

Listing 20 common developers and 38 widely used films; this dial calculator gives you the same information you would get from 8,360 actual gamma curves or 130,000 development time listings! Send $1.00.

American Photographic Book Pub. Co., Inc.
33 W. 60th St., New York 23, N. Y.

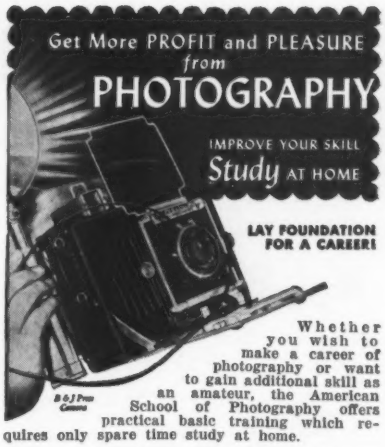
Be a
TELEVISION CAMERAMAN

Work with "live" equipment in station-size studios. TRAIN with "Big Name" TV instructors. Graduates employed at leading TV stations. Easy payment plan. Free National Placement Service. Housing accommodations secured. Approved for Vets.

Send for FREE Booklet P-11
TELEVISION WORKSHOP
1780 Broadway, New York 19, N. Y. PLaza 7-3721

PHOTOGRAPHY OUTDOORS Here's one richly illustrated book that gives you detailed information on how to take beautiful landscapes, marines and snow scenes—clouds, tree patterns, wild life, flowers—how to get best result with filters. A wealth of "know-how" for the outdoorsman. From your dealer or direct—$3.50.

AMERICAN PHOTOGRAPHIC BOOK PUB. CO., INC.
33 West 60th Street New York 23, N. Y.



Get More PROFIT and PLEASURE *from*
PHOTOGRAPHY
IMPROVE YOUR SKILL
Study AT HOME
LAY FOUNDATION FOR A CAREER!

Whether you wish to make a career of photography or want to gain additional skill as an amateur, the American School of Photography offers practical basic training which requires only spare time study at home.

With proper aptitude and application, this course should provide you with a fundamental background which may open the door to valuable professional experience . . . or add fascination and zest to your hobby.

OLD ESTABLISHED SCHOOL. Backed by years of experience, our training covers every phase of Modern Photography through spare time study at home. Basic photographic principles are taught by inspiring "learn-by-doing" method, step-by-step, under the supervision of a qualified instructor.

GET FREE BOOKLET! Send coupon today for free booklet, "Opportunities in Modern Photography," and full particulars.

AMERICAN SCHOOL OF PHOTOGRAPHY
835 Diversey Pkwy., Dept. 1948, Chicago 14, Ill.

AMERICAN SCHOOL OF PHOTOGRAPHY
835 Diversey Pkwy., Dept. 1948, Chicago 14, Ill.
Please send me without obligation your free booklet, "Opportunities in Modern Photography," and full particulars. No salesman will call.

Name.....
Address.....
City.....Zone.....State.....

Let this authoritative book show you how to
ACHIEVE FAME AND FORTUNE
AS A PHOTOGRAPHER!

Would you like to earn $300 to $1,000 a year in addition to your regular income, or many thousands on a full-time basis? The new revised and enlarged edition of Arvel W. Ahlers' famous WHERE AND HOW TO SELL YOUR PICTURES is off the press. This is the book which has given thousands of amateurs step-by-step details on how to make money from their hobby.

"My first picture sold for $35.00!"

"My first picture sold for $35.00, thanks to this book, which told me exactly what magazine to send it to and how to handle it. I am now well on my way to a steady income from my free-lance picture making as a result of the advice I got from this book". Walter Darmstadt, Cleveland, Ohio.

This basic text book shows you how to sell from the start.

Written by the Executive Editor of Modern Photography and published by the largest and oldest photographic book publishers in America, this book carefully avoids haphazard listings. The market guide contains nearly 1,000 *authorized* and *up to date* names and addresses of buyers of salable photographs. But that is only one portion of the contents. Far more important is honest, detailed advice on what type of pictures to send, who to send them to, how to handle the important problems of captioning, publication rights, model releases, and the like. *One new section in the revised edition is on marketing color alone. Another new section deals only with "Off-Trail" markets for stereo slides, 16mm movies, etc.*

What reviewers said:

"Contains about as good advice as I have ever seen . . . something to read over frequently" . . . *Mabel Scacharie: New York World-Telegram* and *Sun.*

"A practical book for beginning freelance photographers . . . will save many false moves . . . *here is the key to successful picture selling*" . . . *Seymour Spector: Journal-American.*

"One of the more comprehensive books on the subject . . . tells how the unknown can break into the market" —*New York Times.*

"Factual information that tells you what to submit, how to print, caption and mail. . . ." *Irving Desfors: Associated Press.*

Write for price list of over 250 other fast selling photographic books.

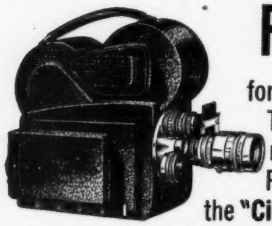
ACT NOW Available at Your Camera Store, or
AMERICAN PHOTOGRAPHIC BOOK PUB. CO., INC.
33 West 60th, New York 23, N. Y.

I enclose $1.95 for my copy of your new book, "Where & How To Sell Your Pictures". I want to make money taking pictures.

Name.....
Address.....
City.....State.....

(Add 3% sales tax for New York City delivery)

SHOOT TELEVISION FILMS



for your local TV Station, make Extra Profits with the "Cine-Voice"

16mm Sound-On-Film Camera $695.00

Sold with a 30-day money-back guarantee

AURICON

BERNDT-BACH, INC.

6918 Romaine Street, Hollywood 38, Calif.

MANUFACTURERS OF SOUND-ON-FILM RECORDING EQUIPMENT SINCE 1931

Auricon Hollywood

Please send me free "Cine-Voice" information.

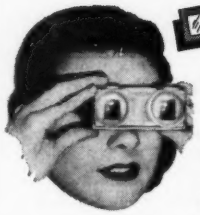
NAME .....

(Please write your address in margin)

6918CC

LAMPCO VIEWERS

For All Popular Size Transparencies



Exclusive Features!

✓ SOLID OPTICAL GLASS LENSES

✓ PATENTED LIGHT COLLECTING SPHERE

Scientifically designed and precision constructed, the Lampco Viewer collects light from all angles, distributing it evenly on entire transparency. Image always in focus...even with eyeglasses.

Lampco Stereo Viewer (shown above) only $2.98

Lampco 2¼ x 2¼ Viewer (For 2¼x2¼ Films) only $2.98

Lampco 2 x 2 Viewer only $1.25

Buy at your local camera store or sent postpaid if cash with order

LOS ANGELES MOLDED PRODUCTS CO.

11129 Chandler Blvd. • North Hollywood, Calif.

PHOTOGRAPHY INDOORS 180 illustrations—192 pages packed with how-to-do-it suggestions for making still lifes, table-tops, flower pictures, attractive greeting cards, copying, trick photos. A wealth of practical, profitable information—only $3.50. See your dealer or send to

AMERICAN PHOTOGRAPHIC BOOK PUB. CO., INC.
33 W. 60th St. New York 23, New York

PORTRAITURE 15 famous portraitists show you how to use backgrounds and lights; take heads or full-lengths; high key and glamour; stout or thin subjects; take children's pictures; home and studio shots. 250 illustrations—192 pgs.—a full course. Only $3.50. See your dealer or write.

American Photographic Book Pub. Co., Inc.
33 W. 60th St., New York 23, N. Y.

HERBERT MATTER

(*Continued from page 133*)

cording to his feelings he would be inspired by nature or science, by abstract or dream images, or he would find ways to penetrate into the world and find realities unknown to the human eye. But always his ultimate aim would be to enrich visual sensation, to enrich human knowledge. . . . In my own experience I have found the greatest 'security' in montage, in mechanical or chemical manipulation of images in the peace of the darkroom or, even more, through motion pictures. . . ."

Search for new limits

Matter's continuing interest in experimental photography, in abstracting unique form and pictures from a world which the eye is unable to see or refuses to see, and his present devotion to the making of films absorb his privacy and "peace of the darkroom." This is the preserve in which he hunts for new limits to photographic expression. Here it is that he destroys the illusion of perspective in the bold attempt to conjure up the elusive bird of motion. In color, in black-and-white, in film, Matter's search is constant and relentless.

Photography for Matter can never be documentation, nor can it try to duplicate that warmth which properly belongs to a painting or that unfeeling coldness which is the machine's. His awareness is different: photography's strength lies in pursuing the modern pictorial purpose of art in general; its growth lies in expanding the vision of motion in a language that photography alone is capable of speaking.

If this be photography, and if motion be his signature, then the symbol and logos of Herbert Matter is the hyphen sign (-). For Matter is the bridge that stretches between the painting and the photograph, between the useful and the beautiful, between the secret and the commonplace, between dreams and whatever it is we call reality.—THE END

THIS SIZE **COLOR PRINT** 2 x 3¼

ANY 6 for

18½¢ ea.

SPECIAL

SLIDE DUPLICATES!

17c each mounted
6 for 1.00 20 for 3.00

15c ea. unmounted
7 for 90c 20 for 2.50

Mercury and Robot Duplicates 25¢ each.

(Minimum Order 1.00.)

No C.O.D.'s please. To return insured add 20c

AMAZING REDUCTIONS IN KODACOLOR PRINTS
3X (3½x5)—Now .29 ea.
5X (5x7)....—Now 1.35 ea.
8X (8x10)..—Now 3.25 ea.

PROMPT SERVICE

We promise quality printing delivered to you in 5 days. No misleading 48 hour assembly-line rushes.

GENUINE ANSCO #535
Why not enjoy the same low color film cost as economy wise professionals! Buy our GUARANTEED FRESH 1955 #535 35mm ANSCO COLOR FILM RELOADS. Not Hollywood short ends.
One 20 Exp. Roll, 1.29
4.89 per 4 rolls
No postage required

This Year Send Your Own
PHOTOGRAPHIC XMAS CARD
In Color!
Xmas Cards Made From Your Own Color Transparencies
12 for 3.50
50 for 14.00
100 for 25.00
Price includes:
Xmas Cards, Matching Envelopes and 2¼x3¼ Color Prints from your Transparencies. Send for Free Samples.

Send for Panoram's Free Bargain Catalog

SPARKLING COLOR ENLARGEMENTS

3x 3x4¼ **43¢ ea.** Any 6—2.35

4x 4x5 **50¢ ea.** Any 4—1.85

From 35mm Only **22¢ ea.** 2½ x 3¼ Any 9 for 1.89

5x 5x7 **85¢ ea.** Any 3—2.40

8x 8x10 **1.89 ea.** Any 3—5.35

Above sizes enlarged from Mercury—Robot—Stereo transparencies 25% extra. **CROPPING** if no more than ½ trans. 25% extra, more than ½, 50% extra.

COLOR DEVELOPING FOR THE PERFECTIONIST
Guaranteed 48-Hour Delivery

Sheet Color Film Developing
Ansco or Ektachrome
2¼x3¼ .....25c ea.
3¼ 4¼ .....30c ea.
4x5 .....40c ea.
5x7 .....50c ea.
8x10 .....75c ea.
48-Hour Delivery

35mm ANSCO Color Developed & Mounted
1 roll—1.00 2 rolls—1.90
3 rolls—2.70
36-40 Ex. Dev. & Mtd.—1.50
35mm Dev., net Mtd. 75¢ per roll
Ektachrome 1.00 per roll
Ansco 120-620—1.00

ON ALL ORDERS OVER $15 WE SHIP VIA AIR INSURED, AND PAY POSTAGE.

PROFESSIONAL BABY PHOTOGRAPHERS!

You Owe It To Yourself To Find Out About PANORAM'S Professional Color Printing Prices And Deliveries.
Address Inquiries To: Professional Dept.

PANORAM FILM LABS
1190 6th AVENUE • NEW YORK 36

WE WANT 1000 NEW CUSTOMERS . . . AMAZING FREE OFFER!

—limited time only—

Buy your Black & White Reloads from us. Return them for Developing and Printing. With your returned work we will give you, absolutely **FREE** one roll of unexposed Eastman Kodak 35mm Super XX for each roll processed (5 rolls only to one customer).

DEVELOPING & PRINTING PRICES

	Single Weight	Double Weight
35mm 20 Exp.	1.25	1.65
35mm 36 Exp.	1.85	2.25

Your roll of negatives will be developed and 1 enlargement of each shot will be printed to 3¼x4¼ on single weight Gloss or double weight Matte finish. (Specify when ordering)

35mm Eastman Kodak X or XX Factory Fresh Frame Numbered Film
Reloads—20 Exp.....6 for 1.75
Reloads—36 Exp.....3 for 1.39
Bulk Film—100'.....3.50

Factory Dated 1955 Ansco Color Daylight or Tungsten 20 Exp. 1.29 each, 4 for 4.85

No C.O.D.'s please. Minimum Order 1.00
MAIL ORDERS PROMPTLY FILLED

MINIATURE FILM SUPPLY CO.
1190 Sixth Ave., New York, N.Y. 36, Dept. M

Genuine Ansco Color Reloads #535

NOT HOLLYWOOD SHORT ENDS
AT TREMENDOUS SAVINGS

1 Roll 20 Exp. 1.25 each
4 Rolls 20 Exp. 4.79
(add 20¢ per order for handling)

EASTMAN KODAK X OR XX
Factory Fresh Frame Numbered
Reloads.....20 Exp. 6 for 1.79
Reloads.....36 Exp. 3 for 1.43
Bulk Film—100'.....3.75

35mm BULK FILM LOADER

w 10 empty cartridges **4.95**
w/100 ft. fresh safety film Kodak Plus X or XX 8.39
12 36 Exp. Reloads Plus X or XX 3.49.

Calif. Residents incl. Sales Tax. IF NOT DELIGHTED WITH YOUR PURCHASE, YOUR MONEY REFUNDED. QUICK SERVICE ON MAIL ORDERS.

WESTERN FILM SALES
BOX 46056, Dept. M, Hollywood 46, Calif.

GOLDEN GATE COLOR PRINTS

COMPARE OUR PRICES WITH ANY ON THE COAST
COMPARE OUR QUALITY WITH ANY IN THE WORLD

SPECIAL
8 x 10 1.50 ea. 2 for 2.95

2x3½ 19c ea — ANY 6 for 1.15
2½x3¼ 23c ea — ANY 6 for 1.35
3¼x4 43c ea — ANY 3 for 1.25
4x5 49c ea — ANY 2 for 90c
5x7 90c ea — ANY 2 for 1.75

35mm ANSCO COLOR RELOADS
(GUARANTEED 1955 DATING)
1.25 per roll 20 Exp
3 for 3.60
Postage 5c per roll

35mm ANSCO COLOR FILM DEVELOPING MOUNTED
1.00 per roll
3 rolls for 2.75

EKTACHROME ROLLS
all sizes 1.00 per roll

SLIDE DUPLICATES
5 for 1.00 15 for 2.50

ANSCO COLOR FILM DEVELOPING
620—120—75c per Roll

ANSCO OR EKTACH CUT FILM DEVELOPING
2¼x3¼ 20c each 3¼x4¼ 25c each
4x5 30c each 5x7 35c each
8x10 50c each

Minimum Order 1.00 No C.O.D.'s

GOLDEN GATE COLOR PRINTS

P.O. COLE BR. BOX 46056
HOLLYWOOD 46, CALIF. Dept. M

HOW TO GET

HI-FIDELITY COLOR PRINTS
from Kodachrome-Ansco-Ektachrome

2x3¼ From 35mm ...20¢ ea.—Any 4 for 75¢
2½x3¼ From 35mm 23¢ ea.—Any 5 for 1.00
3¼x4 .....41¢ ea.—Any 6 for 2.25
4x5 .....49¢ ea.—Any 4 for 1.85
5x7 .....85¢ ea.—Any 3 for 2.40
8x10 .....1.85 ea.—Any 3 for 5.25

QUALITY

Expert Film Developing
All Ansco Color & Ektachrome Rolls
(Including 35mm—120-620)
48 Hr. Delivery Return Rush By 1st Class Mail
Now Only 75c per roll
35mm Dev. & Mounted 1.00 per roll

COLOR PRINTS

35mm SLIDE DUPLICATES
Mounted 20¢ each 15 For 2.25
Unmounted 15¢ each 10 For 1.25

AT A LOW

1955 ANSCO RELOADS #535 (35mm)
1 Roll 20 Exp. 1.20 4 Rolls 20 Exp. 4.65
Add 20¢ for postage & handling

LOW PRICE!

Min. Order 1.00. Sorry, No C.O.D.'s

MODEL FILM CO.

Dept. M,— 78 W. 47th St., N.Y. 36

PHOTO MART . . .

EXAKTA VX

SENSATIONAL BUYS!

The very latest model of the world famous 35mm single-lens reflex. Complete with ZEISS TESSAR F:3.5 coated lens. **ONLY $199.50**

with F:1.9 fully automatic Xenon $341.70
with F:2.8 fully automatic Westanar 239.50
with F:1.5 preset Angenieux 359.50

Write for our **FREE** bargain price list on new automatic lenses, new and used Exaktas, Leicas, Contax, Canon, Nikon, Praktica, etc., and thousands of lenses and accessories.

FIFTH AVE E 43 ST **GRAND CENTRAL**
Dept. 28 — 1 East 43rd St. N. Y. 17, N. Y.

GRAND CENTRAL

TRADE-IN MONTH

Nowhere will you get a better trade-in allowance than at Grand Central Camera.

Nowhere can you find a larger selection of domestic and imported cameras, lenses and accessories.

SEND YOUR EQUIPMENT IN FOR A FREE ESTIMATE NOW!

For over 20 years we've been satisfying the toughest traders in the country . . . let us prove it to you.

WRITE TODAY...LET US KNOW WHAT YOU NEED

FIFTH AVE E 43 ST **GRAND CENTRAL**
Dept. 27 — 1 East 43rd St. N. Y. 17, N. Y.

P&J COLOR PRINTS

8x10 - $1.50 EA.

From Any Size Transparency

COLOR PRINTS

2¼x3¼ . 25c ea.
3¼x4¼ . 50c ea.
4x5 . . . 75c ea.
5x7 . . $1.00 ea.
11x14 . $4.75 ea.

Color Prints with Xmas Folders From One Transparency

2¼ x 3¼	3¼ x 4½
12 for $ 3.25	12 for $ 6.00
24 for $ 6.00	24 for $11.25
48 for $11.50	48 for $21.50
100 for $22.00	100 for $40.00

Color Film Processing 20 exp. mtd. or 120-620 ROLL $1.00
Minimum Order $2.00. No C.O.D.

P & J COLOR PRINTS
P.O. BOX 8575 • COLE BRANCH • LOS ANGELES

COLOR PRINTS WITH CHRISTMAS CARDS

2¼ x 3¼		3¼ x 4½	
10 for	$ 3.00	10 for	$ 5.50
25 for	$ 6.75	25 for	$12.50
50 for	$12.50	50 for	$22.50

From One Transparency

WALLET SIZE PRINTS 25¢ 2¼x3¼

3¼ x 4½..50c | 4 x 5.....75c
5 x 7 ..90c | 8 x 10..$2.00
11 x 14..$4.50

COLOR PROCESSING
35mm-20 exp. mtd Roll $1.00
Ansco-Ektachrome 120-620 .....Roll $1.00

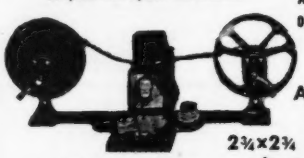
COLOR SLIDE DUPLICATING
Ea. 25c
Min. Order $1.00
No C.O.D.

Premier Color Co.
P. O. Box 8626
Cole Branch • Los Angeles 46, California

Hollywood 8-16mm EDITOR

Complete with Splicer and Rewinds

A Bargain only $32.95



All metal

2¾x2¾ sharp picture

(Free descriptive literature on request)

SCHOEN PRODUCTS
15029 S. Figueroa, GARDENA, CALIF.

GUILD 3D VIEWER

FINEST STEREO VALUE ON THE MARKET TODAY!

$1.95 and it focuses

At your Photo Dealer or write to

CRAFTSMENS GUILD
HOLLYWOOD CALIFORNIA

"Old Time" MAGIC LANTERN Novelty SLIDES:

Watch for NEW SUBJECTS in this space!

Add showmanship to your slide programs with these elegantly designed and colored 2x2-inch reproductions of authentic announcement slides used in the Nickelodeon theaters of yesteryear... Humorous...nostalgic. Full color. In durable plastic mounts to fit 2x2 slide projectors. A wide variety of subjects now available. Send coupon below for free folder.

NICKELODEON COMPANY P.O. Box 792 Walla Walla, Wash.
Please send literature about MAGIC LANTERN SLIDES to:

PRINT NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

PHOTINA REFLEX

Quality Rated Over $100.00

NOW—only $49.95

- Fast f3.5/75 mm Steinheil Anastigmat Color corrected, coated lens.
- Prontor SVS Shutter to 1/300 sec.
- All metal case plus many other features too numerous to mention.

At your favorite dealer or write to—

KINE CAMERA CO.
11 West 20th St., N. Y. 11, N. Y.

XMAS CARDS WITH YOUR OWN COLOR PRINTS

SPECIAL MIDGET

10 for $ 2.00
25 for $ 4.75
50 for $ 9.00
100 for $17.00

From One Transparency

2¼ x 3¼		3¼ x 4½	
12 for	$ 3.25	12 for	$ 6.00
25 for	$ 6.00	25 for	$11.25
50 for	$11.50	50 for	$21.50
100 for	$22.00	100 for	$40.00

COLOR PRINTS		COLOR PROCESSING	
2¼ x 3¼	.25c	120-620 or 35mm	$1.00
3¼ x 4½	.50c	20 exp.	Roll
4 x 5	.60c		
5 x 7	.85c	Slide Duplicating 25¢ ea.	
8 x 10	$1.75		
11 x 14	4.75		

VALLEY COLOR LAB
P.O. Box 2038, W.L.B. Sta., Los Angeles 36, Calif.

Now! Economical Color Prints With Beautiful Xmas Folders

AT PRICES YOU CAN AFFORD

12 ECONO-SIZE FOR ONLY $2.00

25 for $3.75 50 for $7.00 100 for $13.00

2¼ x 3¼	
12 for	$ 3.25
25 for	$ 6.00
50 for	$11.50
100 for	$22.00

3¼ x 4½	
12 for	$ 6.00
24 for	$11.00
50 for	$21.00
100 for	$40.00

All prints from one transparency.

Color Prints

4 x 5	50c
Econo-Size	15c
2¼x3¼	25c
3¼x4½	45c
5x7	1.00
8x10	2.00
11x14	5.00

CANYON COLOR COMPANY
P.O. Box 2036, Wilshire La Brea Sta., Los Angeles 36

Dated 1955!!—COLOR and B & W

No PROCESSING—World's Lowest Prices—Direct to You

Kind	One for/ Price	Six for/ Price
20 Exp. 35mm Reloads		
(Day or Tung.) ANSCO	1.20	6.00
Aero Ektachrome, ASA 100	.75	4.00
Kodak X or Super XX	....	1.49
MOVIE FILM		
16mm x 100' B W, ASA 50	1.25	6.25
16mm x 50' MAG	1.35	7.50
8mm x 25' Dble. (Spooled)	.49	2.50

Process Available 8mm 50¢; 16mm $1 48 hr. Service

CROWN PHOTO 1186 BROADWAY (Dept. 229) N.Y.C. 1, N.Y.

35 MM Deluxe-Quality FINISHING

√ Double Weight Portrait Type Paper
√ Fine Grain Developed & Chemically Hardened against Scratching
√ Each Negative Printed & Exposed Individually
√ Quality Guaranteed or Money Refunded

ALL PRINTS LARGE 3½x5 SIZE
20 Exp. Roll ...$1.75 36 Exp. Roll ...$2.75

Free Mailers — 48 Hour Lab Service

VALUE 35MM LABS
P. O. Box 38M, C. I. Sta., Brooklyn 24, N. Y.

WILD LIFE FILMS

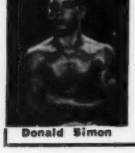
Exciting, dramatic action in the natural habitat of animals of forest and plains. 8 mm or 16 mm in beautiful color or B & W. Also 2" x 2" color slides. Write for free illustrated catalog.

WILD LIFE FILMS
5151 Strohm Ave., Rm. 3, No. Hollywood, Calif.

SAVE ON COLOR PICTURES WITH BLUE FILTER SHIELD

SPEAR **CLIP-ON** QUICK - DETACHABLE FLASH SHIELD

6" Par. blue, clear & diffused shields $3.25. Blue only $1.95.
SPEAR PRODUCTS COMPANY
812 Huron Rd., Cleveland 15, O.



Donald Simon

MALE PHYSIQUE

Assorted Models

12—35mm color slides.....3.00
12 d.w. wallet size photos....1.00
3 stereo realist slides.....2.00

JACK SIDNEY
353 SO. 3RD STREET
BROOKLYN 11, N. Y.

ILLUSTRATED COMIC BOOKLETS

FOR GROWN-UPS ONLY (Vest Pocket Size)
A NEW, DIFFERENT LINE of COMIC BOOKLETS . . . for Adults. Loaded with FUN & HILARITY. Good Clean Illustrations. 24 BOOKLETS $1.00 . . . All Different. Surprise Gift with each order. No C.O.D's. please.

TERRY THORNE Dept. MP
P.O. Box 8535 Crenshaw Sta., Los Angeles 8, California

PHOTO MART . . .

SAVE MONEY ON MOVIE MAKING!

1. Buy Superior Bulk Film!
2. Process It Yourself!

AMAZING VALUE
Pan film ASA 40. FREE 48 Hour Processing Service
8/8mm 25' $1.49
16mm 100' $3.00
16mm 50' Magazine $1.95
GUARANTEED

Processing Outfit Only $22.50
Everything needed to develop your film. Reel holds 110 ft. 16mm or 8/8mm film. Drying rack, formulae and full instructions. Fully guaranteed. Only $22.50 f.o.b. Chicago.

Superior Reversal Chemicals
Everything you need to process your own movies. Nothing to add but water. Free instruction booklet.
½ gal. set (complete).....$2.25
1 gal. set (complete).....3.40
Postage Extra

ORDER NOW! SATISFACTION GUARANTEED! Ask for FREE Manual for Home Movie Makers!

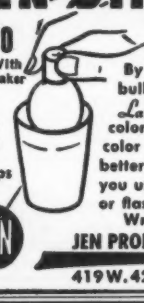
SUPERIOR BULK FILM CO.
Dept. 11-MP, 442-450 N. Wells St., Chicago 10, Ill.

GLAMOUR GUIDE . . . how to photograph girls

by Eugene M. Hanson— Whether amateur or professional, you can profit from Hanson's tips on how is make pictures to flatter the girl in front of your camera. Please her by studying the techniques described, the lighting diagrams and the 100 photographs presented in this volume, then applying them to your own work. 210 pages, 7 x 10, cloth. $5.00

American Photographic Book Pub. Co., Inc.
33 W. 60th St., N. Y. 23, N. Y.
(Add 3% sales tax for New York City delivery)

JEN-DIP SAVES YOU $16.00 !



$1.50 with beaker

Coats 400 lamps

By dipping your own bulbs in Jen-Dip *Blue Label*, you get better color shots with daylight color film, indoors or out, better results than when you use factory blue bulbs or flash-shields.

Write for booklet MP-19

JEN PRODUCTS SALES CO.
419 W. 42 St., N.Y. 18, N.Y.

FINER COLOR PRINTS AS LOW AS 20c!

2¼x3¼.....25c (only 20c each for any 10)
3x3.....40c 4x5.....50c
5x7.....$1.00 8x10.....$2.00

Above prices for prints from transparencies only. Kodacolor prints, 32c ea. 120, 620, 35mm (20 exp.) Ansco & Ektachrome color developed--90c. Send CASH with order. 20% extra for C.O.D. Nov. and Dec. only! Xmas Folder included free with 3x color prints, 25c ea.

GLAMOROUS COLOR PRINTS . . . with EXCITING, NEW "MAT-TONES"!

MAT-TONES have non-glossy, deluxe finish of studio portrait prints. Prints from your transparencies:
2x: 35c 3x: 60c 4x5: 75c
5x7: $1.50 8x10: $3.00
MAT-TONE Kodacolor Prints, 40c ea.
Money Back Guarantee!

COLOR KING LABS
(formerly Vivi-Color Labs)
Dept. M Box 1421 Baltimore 3, Md.

FREE PHOTO BARGAIN BULLETIN

RITZ CAMERA CENTERS

NO FAIR TRADE LAW IN WASHINGTON, D. C., RITZ SHIPS YOU BRAND NEW ITEMS AT REDUCED PRICES . . .

SPECIAL OF THE MONTH
KODACHROME
FRESH DATED—FACTORY PACKED

	Reg.	Sale
3 rolls 35 mm 20 exp.	9 75	8 25
3 rolls 35 mm 36 exp.	14 85	12 50
3 rolls 8 mm 25' roll	11 25	9 50
3 rolls 8 mm Mag....	13 95	11 85

Incl. payment with order plus est. postage. Excess refunded. Money-back guarantee!

WRITE: MAIL ORDER DEPT. M-8
618 12th ST., N.W.
WASHINGTON 5, D. C.

Now... ENJOY BETTER COLOR PRINTS

SPECIAL—FIVE 4x5's.....2.00

2¼x3¼ . .25 5x7 . . . . . 1.00
3x4¼ . . . .40 8x10 . . . . 2.00
4x5 . . . . . .50 Duplicate Transparencies . . 25¢
FAST, QUALITY SERVICE • A TRIAL WILL CONVINCE YOU
Ansco & Ektachrome processing . . per roll 1.00

ROYALE COLOR LAB
P. O. BOX 43, GLEN OAKS BR., Dept. M-11
FLORAL PARK, NEW YORK

FAST SERVICE

35mm. FILM
PRINTED 3¼ x 4½
$1.00
20 EXPOSURES

INDIVIDUAL POCKET ALBUMS
WRITE FOR FREE MAILERS AND PRICE LIST

36 EXP. 35mm. FILM--
FINE GRAIN DEVELOPED
PRINTED 3¼ x 4½" -- 1.50
REPRINTS -- 4c each

PRINTED OVERSIZE
8 EXP. ROLLS - 35c
12 EXP. ROLLS - 55c
16 EXP. ROLLS - 65c

PM. Photo Company
BOX 1402, KINGSTON, PA.

WALL ST. Specials

Photos on CLOTH
Print your favorite photos on cloth, paper, wood, etc. . . . Takes only 5 minutes. Won't wash out.
CHEMICAL TO PRINT 200 PICTURES.....only $1.
add post.

Transparent MIRRORS
See without being seen. Photograph people unawares. From one side it's transparent as glass. From other side it's like ordinary mirror. Used by F.B.I. to observe and photograph people unawares.
• 12x12" size, $11.00; 6x6" size, $3.00
Special sizes on request.

FREE! "WALL ST. CAMERA NEWS" Dept. M

Photo Electric EXPOSURE METERS
• Weston "Direct Reading" meter. Latest model..... $16.95
• "Minirex", German imported meter. Very sensitive..... $ 6.95
• All (new & used) meters in stock. Your old meter accepted in trade.
• Imported 7 sec. Pocket Tripod. Closes down to 7"..... $ 5.79

WALL ST. CAMERA EXCH. | 40 WALL STREET NEW YORK 5, N. Y.

SPEED-EZ-ELS

Compact—No Adjustments
Easy Focusing—No Eyestrain
6 Popular Sizes—
BUDGET PRICED
Special Sizes on Request
At Better Dealers Everywhere

A. J. GANZ CO.
Los Angeles 36, Calif.

We are looking for high grade COLOR TRANSPARENCIES

SUITABLE FOR MAGAZINE COVERS, CALENDARS, ADVERTISING, ETC.

4x5 or larger. Children, animals, industry, science, sports, landscapes, girls, human interest. Prompt replies and returns. Prompt payment. Please enclose stamped return envelope.

THE SHOSTAL PRESS AGENCY
545 FIFTH AVE., Dept. M-6, NEW YORK 17, N. Y.

JOKERS! BE PRACTICAL

Make your party a howling success with Hollywood Party Pak — Filmville's zaniest collection of rowdy, sophisticated novelties, collector's items, bar gadgets! Guaranteed to tease, tingle, tantalize! A laff riot! Jumbo assortment. Order Now! Money Back if Not Delighted!

$1.00 ppd.

GAl-lery, Suite C 3 10732 Riverside Drive, N. Hollywood, Calif.

COMPLETE PROCESSING SERVICE

Agfacolor, Dufaycolor, Gevacolor, Ilfordcolor and all other foreign color film, negative or positive. Movie Film also handled.

GENERAL PHOTOGRAPHIC SUPPLY
138 Charles St., Boston 14, Mass.

FILE 250 2x2 SLIDES or 125 STEREOS

89¢ 3 for 2.50 PPD.

Strong, lightweight, handsome! Instant slide selection. Thousands of satisfied users. Money-back guarantee. Order NOW.

BROOKS MFG. CO.
1514 Aster Place
Dept. 225 e Cin'ti 24, O.

SHEER LINGERIE!

LOVELY GIFTS, FINEST QUALITY
Actual-Photo Catalogs: (Costumes Available)
SHEER LINGERIE.....$ .50
BIKINI SUITS..... .50
1955 PHOTO CALENDAR..... 2.00
(12 Pin-up Costumes—Xlint Model) or:
Litho Catalog of above & others, $1.00
Air Mail Extra

MAUREEN OF HOLLYWOOD
128 SO. ALVARADO, DEPT. S
LOS ANGELES 57, CALIF.

---

35 MM DEVELOPING

FILMS FINE GRAIN DEVELOPED . . . VAPORATED TO PREVENT SCRATCHING!

36 FULL SIZE 3¼x4¼ Ansco ENLARGEMENTS! $1.50

36 exposure glossy paper, Enlarged to 3¼ x 4¼: $1.50. Double weight portrait paper $2.25. 20 exposure roll glossy $1.10. One day service.

free! HIGHEST QUALITY PHOTO FINISHING! MAILERS AND OTHER OUTSTANDING OFFERS

UNIVERSAL PHOTO SERVICE, LaCrosse 22, Wisconsin

"Tex & Bello Series"

35mm SLIDE TITLES in COLOR!

set of FOUR $1.50

TB1. Here We Go!
TB2. Wait'll see next one.
TB3. Short Intermission.
TB4. This is the End.

FREE LIST! ! Spec.! XMAS CAROL Slides

See your dealer or write direct. Sorry, no C O D's
TITLE SLIDES, 3510 White Plains Rd., N.Y. 67, N.Y.

---

35 mm Developed & Custom Printed

3¼x4¼
20 exp. $1.00
36 exp. $1.50

JUMBO
Prints in Albums
8 exp. roll 30¢
12 exp. roll 50¢
16 exp. roll 60¢
Free Mailing Envelopes

STENMARK PHOTO LABS
PO Box #160
Times Sq. Sta., N.Y.C.

Reload Your Own! Not Gov't. Surplus **35mm FILM** FACTORY FRESH!

E. K. PLUS X
27½ ft....$1.00
100 ft....$3.50

#534—ANSCO COLOR—#535
8 LOADS—20 EXP. EACH
Notched & tongued BULK FILM DAY. & TUNG.—28ft. $8.49

ALL PRICES POSTPAID • IN CALIFORNIA ADD SALES TAX

PACIFIC COAST FILM CO. 1510 N. Sierra Bonita Hollywood 46, Calif.

1953 INDEX NOW AVAILABLE

We have just received the new index covering issues from January, 1953, through December, of all articles published in MODERN for those issues, indexed according to subject, author and title. We do not expect them to last long. You may have one for 50 cents.

Modern Photography, 33 West 60th, New York 23, N.Y.

PHOTO MART . . .

PRICES REDUCED! **CHINACOLOR** Finished Like Fine Porcelain

COLOR PRINTS
WALLET SIZE, 2¼ x 3¼ NOW 25¢

MOUNTED	UNMOUNTED	35MM Duplicate Color Slides 25c
3x4 ..... .85	2¼x2¼ .25	
3¼x4½ .65	3x4 ..... .50	
4x5 ..... .80	3¼x4½ .60	Ansco Color Film Developed 120-620, 35MM $1.00 Roll
5x7 .....1.50	4x5 ..... .70	
8x10 ....2.25	5x7 .....1.25	
	8x10 ....2.00	

3-DAY SERVICE
Minimum Order $1.

CHINACOLOR LABORATORIES
Dept. 411 B, 715 Kennedy St., N.W., Wash. 11, D. C.

35mm Custom Quality FINISHING

KODAK ALBUM PRINTS 36 EXP. ROLL $1.50

Our nation-wide service, specializing in custom quality 35mm finishing (since 1939), guarantees you *Fine Work Done by Experts.*

35mm **ROLLS** fine-grain developed and enlarged to 3¼" x 4½".

KODAK ALBUM PRINTS IN NEAT FOLDER

20 EXPOSURES—$1.00
REPRINTS—5c EACH

8, 12, 16-exposure rolls at equally low prices

FAST SERVICE! All work completed and returned **Via First Class Mail** within 24 hours. Write for FREE Mailing Bag and Price List, or send roll and money today.

CAPITOL PHOTO CO., BOX 973 CLEARWATER FLORIDA

Finest **COLOR PRINTS**
Lowest Prices in the **EAST!**

Prices are for one or any number of different films.
5 for $1.00.....2¼" x 3¼"
5 for $2.00.....3¼" x 4½"
5 for $4.00.....5" x 7"

Our modern laboratory has the latest equipment that guarantees the finest, brilliant color print QUALITY money can buy. Prints from any size transparencies. Try us . . . we guarantee satisfaction. FAST SERVICE.

Send film or inquire about our complete color service. (see our other ad)

Cardinal COLOR
P.O. Box 125, West Albany, New York

A Revolutionary New Flash Bulb!

G.E. MINIATURE M-2 BULBS 10c ea.

Tiny size . . . enough bulbs for 12 exp. roll can be held in one hand. Save 36c in flashing a 12 exp. roll.

INTRODUCTORY OFFER
Case quantity (120 bulbs + 1 adapter NET $9.25, post 50c

DISCOUNTS on FLASH BULBS
IN CASE LOTS ONLY. NO C.O.D.'S.
25% G.E. · 20% SYLVANIA
50c postage per case

EXPORT SPECIALISTS · EVERYTHING PHOTOGRAPHIC · TRADES ACCEPTED

COLUMBUS PHOTO SUPPLY CORP.
1949 Broadway New York 23, N. Y.

MEN! THIS IS IT!
Nothing like these Adult Cartoon Booklets, ever!

REAL COLLECTORS ITEMS.
1. Maggie and Diggs
2. Toots and Jasper
3. Tillie the Toiler
4. Lord Pushbottom & Emma
5. Willie & Little Nell and others.

ACT NOW!

FREE CATALOG OF TITILLATING NOVELTIES WITH ORDER

ALL VEST POCKET SIZE — 10 FOR $1.00

Q. T. SALES Box 8516, Dept. 1109, Hollywood 46, Calif.

WORLD'S MOST AMAZING BARGAIN CATALOG

SAVE UP TO 85% on WAR SURPLUS
1954 EDITION - OVER 300 PAGES

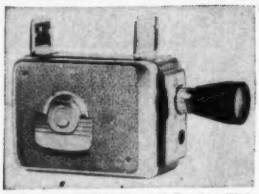
Packed with **SENSATIONAL VALUES** in **WAR SURPLUS, FACTORY CLOSE-OUTS** and **GENERAL MERCHANDISE!** Fully illustrated . . . Thousands of items including Bargains in Photo Supplies Cameras Projectors Film Exposure Meters, Tripods Lenses Darkroom Equipment, Lights and many many more Also Tools Outdoor & Sports Supplies, etc

Send 50¢ *to cover cost of handling and mailing—credited to first order.*

PALLEY SUPPLY CO. 2263 E Vernon Ave., Rm. 7 Los Angeles 58, California

---

***Just Out!* BROWNIE 8mm MOVIE TELEPHOTO & WIDE ANGLE LENS**



only **$16.50 ea.**
INCLUDES LEATHER CASE
f/2.7 or f/1.9 specify which

- Gruenex Telephoto and Raydex Wide Angle are the only Auxiliary Lenses to be had for Brownie 8mm Camera. No special compensation needed. Just screw into camera lens mount and shoot pictures. Wide Angle is twice picture area, Telephoto is 2½ power.
- If Dealer can't supply, write direct to Dept. BL.
- **MANSFIELD INDUSTRIES, INC. 1227 Loyola, Chicago 26, Ill.**

GOV'T. SURPLUS HEAVY DUTY LIGHT STAND

Portable, metal tripod. — 55" high, can be extended to height of 12 ft. Use for lights, camera,

Bardwell McAllister Light Stands. Stand only **10.95**

6 Light Fluorescent head with lamps **10.95**

4 Light A.C. Incandescent head **6.95**

Semler Industries, Inc.
6853 Lankershim - No. Hollywood, Calif.

STEREO MOUNTING AND DUPLICATING
Aluminum Masks and Frames
Perfect for Viewing or Projection

CARDBOARD	GLASS
20 exp. $1.75	$5.95
36 exp. $2.75	$9.95

Also ROBOT & MERCURY Mounting Available

SPECIAL! ANSCO Process & Mounted.....$2.65

STEREO DUPLICATING Mounted.....ea. 50¢

PHIL'S Stereo Service, Box 1316, Beverly Hills, Calif.

COLOR DUPLICATING

VIEW MASTER STEREO REELS FROM ORIGINAL PERSONAL VIEW MASTER REELS OR FROM ANY 35 MM STEREO SLIDES.
ALSO, COMPLETE 35 MM COLOR DUPLICATING SERVICE.

Write for Price List and Information

3D Art Service 12537 Killien St., N. Hollywood, Calif.

PARTY PAX
UNUSUAL FUN PACKAGE

12....POCKET SIZE CARTOON BOOKLETS
8 CALENDAR GIRLS
50 FUN & GAG CARDS
8 GLAMOUR PHOTOS
4 "HOT-SHOT" SHEETS

PLUS MEMBERSHIP CARD AND SPECIAL GIFT WITH EACH ORDER. ALL THIS— only **$1.**

PARTY PAX DEPT. 3 P. O. Box 1295 Hollywood 28, California

---

35 mm. 20 EXPOSURES PRINTED 3¼" x 4½" **$1.00**

24-HOUR SERVICE
- Album Snapshots -

36 EXPOSURES - 35MM. FILM-FINE GRAIN
DEVELOPED AND PRINTED - 3¼" x 4½" $1.50
8 EXPOSURE ROLLS - 45¢
12 EXPOSURE ROLLS - 65¢
16 EXPOSURE ROLLS - 75¢
DEVELOPED AND PRINTED OVERSIZE
REPRINTS 5¢ EACH

Write for Mailing Bags and Latest Price Lists

GRAPHIC PHOTO SERVICE
P. O. BOX 72, WILKES-BARRE, PA.

---

5 COLOR PRINTS

BRILLIANT · LIFE-LIKE · The BEST money can buy!

2¼ x 3¼.....5 for $1.00
3¼ x 4½.....5 for $2.00
5 x 7.....5 for $4.00

From any size transparencies.

Our improved color process gives you the best color prints possible. Guaranteed Quality!

Fast Service

Send film or write for information on complete color service

MULTI-COLOR COMPANY
1515 N Gardner, Hollywood 46 Calif

'PIN-UPS'
By BERNARD of HOLLYWOOD

BREATHTAKING BEAUTIES
GIANT DE LUXE EDITION $3.00
SIX LATEST RELEASES
10 H. 8mm Movies $3.00 each
100 H. 16mm Movies $6.00 each
8 x 10 2x2 Color Slides $3.00
8 Glossy Photos $2.00

BERNARD OF HOLLYWOOD

COLOR PRINTS
The best color at popular prices

2¼x3¼	.....25c	4x5	.....50c
3¼x3¼	.....40c	5x7	.....1.00
8x10	.....2.00		

Fla. orders add 3% sales tax on print orders.
Minimum order $1.00

75c SPECIAL
Develop Ansco & Ektachrome rolls 620, 120, 20 exposure 35mm

LAKE COLOR
Box 6868 West Palm Beach, Fla.

PHOTOS 200 POSES only $1.00

SURPRISE SET Earl Carroll's Vanities & Artist's Pinups with Order.

Includes 50 men & women in Miniature Mystery Photos, 50 Artist's Models, 50 Unusual Girl Photos. All on Composite 4 x 5 Photos. Sent in plain, sealed envelope. Everything mentioned above only $1.00. No C.O.D.'s.

SERMA'S Dept. MP2, P. O. Box 157, El Segundo, Calif.

PHOTO MART . . .

SPECIAL
35MM 6 for $1.00 COLOR
TRANSPARENCY DUPLICATION
MOUNTED IN STANDARD 2x2 SLIDES

COLOR PRINT SERVICE
2X - 2½" x 3½" ea. .25
3X—3¼x4¼ ea. .50 | 5X—5x7 ea. 1.00
4X—4x5 ea. .60 | 8X—8x10 ea. 2.00
Made on Ansco Color Printon from Ansco or Eastman Transparencies

ANSCO COLOR FILM PROCESSING
35mm 20 Exp Mounted, 120 or 620 Processed $1.
35mm 36 Exp. Mounted $1.50

COLOR TV FILM LABS
144 FIFTH AVE., Dept. M, New York 11, N.Y.
24 HR. SERVICE • WE SHIP FIRST CLASS MAIL

INDEX 100 COLOR SLIDES for 25c with NUMBATABS

NUMBATABS keep your slides in sequence, right side up. Save time, embarrassment and make for a smooth, professional showing.
Available as follows in any one of five brilliant colors: red, green, blue, orange and black.

- CARDS numbered 1 to 100..25c
- SETS numbered 1 to 500..$1.25
- SETS numbered 1 to 1000.$2.50
- CARDS with 4 alphabets ea. 25c

At your dealer, or sent postpaid if cash with order. Specify color.

THE SAUNDERS COMPANY
625 S. Goodman St. Rochester 20, N. Y.

COLOR PRINTS IN Christmas FOLDERS
from your favorite transparency!

2X Cards — Glossy	— Satin Finish	
12 to 24	30c ea.	40c ea.
25 to 49	27c	37c
50 or more	22c	32c
3¼ x 3¼ Cards		
12 to 24	40c ea.	50c ea.
25 to 49	37c	47c
50 or more	33c	43c
3X Cards		
12 to 24	50c ea.	65c ea.
25 to 49	40c	51c
50 or more	40c	55c

Folders and envelopes included. Prices apply when prints are made from one transparency. For SAMPLE card and print send transparency and 50c. Also cards from Kodacolor negatives — write. Enclose transparency and check with order. No C.O.D.
Box 3004-M
Linden Hills Station
Minneapolis, Minn.
ACME COLOR PHOTO LAB,

PERSONAL GREETING CARDS

Now—convert your favorite photos into wonderful greeting cards easily, simply with versatile GREETEX Masks. For all year 'round occasions. For contact printing or enlarging. Write for folder "The Greetex Way"—amazing booklet with instructions. Incl. negative, other items for printing and enlarging. (Masks also available in Spanish, French, Italian, German and Hebrew.) Order from dealer or direct

EMBOSSING KIT
Decorate your favorite pictures with a smartly embossed border, easily done with the amazingly simple EMBOSSA KIT. And EMBOSSA gives greeting cards a professional look! Complete kit, set of five instruments . . . 6x6 up to 5x7.
Special Only . . . $3.00

MIMOSA AMERICAN CORPORATION
207 East 84th St. New York 28, N. Y.

COLOR
DUPLICATING
ONE OR 10,000
35mm. to 11" x 14"
Rapid Service
CALIFORNIA COLOR
Photocolor Specialists
971 Howard St.—Dept. M
San Francisco 3, California

STEDCO COLOR PRINTS

24-HOUR PROCESSING
COLOR FILM AND PRINTON
New Ansco Approved Type Vane Agitation Equipment
ROLL FILM 120 & 620 $1.10 ROLL
35mm (20 exp.) mounted

COLOR SLIDE DUPLICATING EA.
35mm Kodachrome & Ansco Color mounted 20¢
Dealer Inquiries Invited

COLOR PRINTS

2¼x3¼	40c ea.
3¼x4½	75c ea.
4x5	$1.00 ea.
5x7	1.75 ea.
8x10	3.00 ea.
11x14	7.00 ea.

Min. Order $1.00
No C.O.D.

YOrk 0658
STEDCO PHOTO 7669 Melrose, Los Angeles 46 Calif.

COLOR PRINTS
From Your Transparencies

Prints from any positive transparency.

Fast Service | ANSCO COLOR KODACHROME EKTACHROME

4 x 5	5 x 7	8 x 10
50¢	$1	$2

25c 2¼x3¼

Satisfaction or your money back

Minimum order $1
No C.O.D.'s please

PROCESSING: Ansco-Ektachrome 120-620; 35mm 20-exp: $1 per roll
DUPLICATE 35mm slides 25c each

COLORFAX LABORATORIES Dept. M-114 Box 3521 Georgetown Sta. Wash. 7, D.C.

Greetings with XMASKIT

GREETING CARD MASKS

World leaders in mask assortment for making photo greetings.
CHRISTMAS & ALL OCCASIONS
LA FRANCE PRODUCTIONS
8150 COMMERCIAL
LA MESA, CALIF. DEPT. M
CATALOG 10¢

Movie DUPLICATES
* from your films
KODACHROME COLOR or BLACK & WHITE

Protect your valuable originals from projector damage and wear, run duplicate prints.
Duplicate prints make wonderful gifts.
8mm or 16mm . . Duplicates . . . . . 11c per ft.
8mm Enlarged to 16mm, or 16mm Reduced to 8mm . . . . . 14c per finished foot
* Mail us your original films with cash, check or money order, and we guarantee the BEST duplicates possible; QUICK SERVICE, TOP VALUE, SATISFACTION. Minimum Order $3.00

Hollywood MOVIE LABS. Dept. M
12522 Ventura Blvd. Studio City, California

WOW-E-E-E-- Home Movies WITH SOCKO!

Get the BEST in 8 and 16mm films—join the great new MOVIE CLUB!

Enjoy These Exclusive MC Advantages:
★ World's most *unusual* adult films. (Also family and kiddie films.) Not sold at stores.
★ Amazing "Try Before You Buy" Plan. You pay only *after* you've seen them and want to *keep* them.
★ Revolutionary "Trade-In" Film Plan. Get new films at one-third the usual cost!
★ Guaranteed Lowest Prices!

Free! To New Members 8mm Viewer-Projector *OR* Three 50 ft. 8mm films *OR* two 16mm films.

Write today for particulars and membership application.
MOVIE CLUB P.O. Box 565 G10 North Hollywood, California

Finer FOTO FINISHING

FASTER SERVICE. Your film processed same day recd. Quality work. Encl. 50c addl. for air mail return. Free mailing bags. SATISFACTION GUARANTEED.

35 mm.	
20 exp.	.90
36 exp.	1.30
3¼" x 4¼"	

PHOTOCRAFT LABORATORIES
Department A-11 Post Office Box 13307
West Los Angeles Station • Los Angeles 25, California

ANTIQUE AUTOMOBILE
2x2 COLOR SLIDES

1913 Ford 1903 Sears-Roebuck
1909 White 1912 Pope Hartford
1913 Mercer 1906 Franklin
1909 Lozier 1912 Overland

Above 8 slides $2. Satisfaction GUARANTEED.
Big Illustrated Catalog FREE.
Universal Slide Co., Box 779T, Beverly Hills, Calif.

New Low Prices
COLOR PRINTS 20¢
2¼x3¼....25¢ (any ten 20¢ ea.) square 120-620 film will be made 2¼x2¼

3x4	40¢	5x7	$1.25
4x5	60¢	8x10	$2.00

24 hr. Film Developing $1.00
Ansco or Ektachrome Sizes 35mm (in Slide Mounts) B2 or 120, PB20 or 620

35mm DUPES at 20¢ per slide
Minimum Order $1.00 Include Postage

Washington Color Photo
P.O. Box 1605 Washington 13, D. C.

ULTRA FINE GRAIN DEVELOPING & FINISHING

All Prints Individually Processed And Enlarged To Jumbo Size By Latest Modern Methods.

For Prompt Action Send Roll And Money To-Day To:—

Per Roll	
8 EXP	.45
12 "	.65
16 "	.80
35MM	
20 EXP.	1.00
36 "	1.50

R. & G. PHOTO FINISHERS
15-15 Elmary Place Fair Lawn, N. J.

FREE CATALOG
96 Pages—Largest Assortment
PHOTO FRAMES • MOUNTS • ALBUMS and MAILERS
WRITE TODAY! Fastest Service! Lowest Prices!
INTERNATIONAL SALES CO. Dept. MP
414 E. Baltimore St. • Baltimore 2, Maryland

Learn NEGATIVE RETOUCHING

Now for the first time in the history of Photography you can get a complete book on Negative Retouching—FULLY ILLUSTRATED—70 pages describing in detail HOW TO DO IT: • Modeling • Spotting • Blending • Collecting • Proof Retouching • Etching • Commercial & Theatrical Retouching.
Plus a full set of paper negatives.
A full refund if returned in good condition in 5 days. Send for yours today.

$1.95

DE GORE PHOTO PLAQUE CO.
Dept. BB, 3723 Fullerton Ave., Chicago 47, Ill.

PHOTO MART . . .

Finest Quality Ansco

COLOR PRINTS

		Dup.
2¼ x 3¼	$0.50	$0.40
4 x 5	1.00	0.75
5 x 7 Mtd.	2.00	1.75
8 x 10 Mtd.	3.50	3.00

Individually Made—Special Color Balancing

FAST, ACCURATE, GUARANTEED

EKTACHROME

24 HOUR PROCESSING

2¼ x 3¼.....35c ea. 4 x 5.....50c ea.
3¼ x 4¼.....45c ea. 5 x 7.....85c ea.
120, 620 Rolls.....$1.00 ea.

Ansco 120, 620, 35MM MTD. $1.00 EACH
INCLUDE RETURN POSTAGE

CUSTOMCRAFT COLOR SERVICE
P.O. Box 6618 Dept. M Washington 9, D. C.

MAGIC PLASTIC TITLE SET

ONLY **$5.95**

The most unique title set in the land! 410 (red, white, & yellow) wonder plastic letters that stick like magic — no glue, no pins, no sanded backs; 5 interchangeable backgrounds! Ideal for outdoor and indoor titling! At your dealers or send check or money order to:

Stanley Plastic Products
BROOKLINE, MASS.

---

20 EXPOSURE 35MM. RELOADED CARTRIDGES 30¢

SUPER XX PLUS X DUPONT #2

20 EXP.....30c Ea. 36 EXP.....50c Ea.
Bulk: $4.25 per 100 ft. — $2.25 per 50 ft.

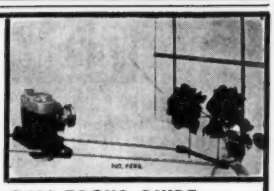
ANSCO COLOR RELOADS

20 Exp. Daylight or Tungsten (A.S.A. 12) $1.25 Ea.
3 Rolls.....$3.50 28 foot bulk.....$7.95

All fresh, clean safety film. Satisfaction guaranteed or money back. Please include 10c extra per order to cover postage and packing.

EASTERN PHOTO LABS, Dept. "B"
1405 N. Charles St. Baltimore 1, Md.

ALL CLOSE-UPS AND COPY WORK ARE FUN, AND EASY



CAL-CAM FOCUS GUIDE

Works on all 35mm & Bantam cameras using a 2+ or 3+ Portra lens. Not only measures lens to subject distance, but frames subject just as you want it in the picture. Light weight, all metal, fully adjustable. Eliminates all guesswork—parallax trouble. No peep hole to squint through. Send make of camera.
Price $8.95

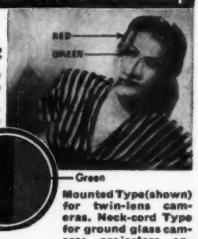
U. S. Postage paid if cash with order, C.O.D. charges added. Calif. orders add 3% sales tax.

CAL-CAM — Dept. MII
1564 N. Grand Oaks Ave., Pasadena 7, Calif.

It's Easy To See When You're NOT Sharp

with Harrison's *Split Image* FOCUSING DISC
(Patents Pending)

Which shows a double-colored picture when the focus is fuzzy, and a single picture when the focus is critically sharp. For all reflex cameras (twin lens or single lens), projectors (still or movie), and enlargers.



Mounted Type (shown) for twin-lens cameras. Neck-cord Type for ground glass cameras, projectors, enlargers.

At better dealers everywhere. Write for FREE literature.

HARRISON & HARRISON
6361 Santa Monica Blvd. · Hollywood 38 Calif.

TITLE *WHILE YOU SHOOT*

with CLINGTITE LETTERS

Clingtite Letters stick on contact with all smooth surfaces. No glue, adhesives or pins. Now, title on location . . . thru auto window with subject as background; on mirror for 3-D title; and many other professional and trick effects.

Over 150 *reusable* letters, numerals, figures plus titling boards. At better dealers....

If your dealer can't supply you, order direct. Send $2.95...we pay postage with full money back guarantee.
STILL IN DOUBT??? Then send your address and we'll mail you free sample letters.

$2.95

CLINGTITE PRODUCTS
1533 Hyde Park Blvd. Dept. M-11, Chicago, Ill.

Sunset COLOR LAB

5x7 COLOR PRINTS **85c** ea.
(From 35mm only)

Color Prints From Any Size Transparency

2¼ x 3¼.....25¢
3¼ x 4½.....50¢
4 x 5.....75¢
5 x 7.....$1.00
8 x 10.....$2.00
11 x 14.....$4.50

XMAS SPECIAL
Color Prints With Xmas Folders and Envelopes

2¼ x 3¼
12 for $ 3.50
25 for $ 6.75
50 for $12.50
100 for $23.00

3¼ x 4½
12 for $ 6.60
25 for $13.00
50 for $25.00
100 for $48.00

From One Transparency

COLOR FILM PROCESSING
35mm—20 Exp.
$1.00 ROLL
120-620 . . . . $1.00
Min. Order $1.50.
No C.O.D.

SUNSET COLOR LAB
Box 46415, Dept. M · Los Angeles 46

Shoot Color! Make Money!

We sell your pictures to a demanding market. Picture ideas furnished. Coaching service offered. Make $100-400 per subject. Write today!

AMERICAN CALENDAR AGENCY
210 WEST 8th ST. KANSAS CITY 6, MO.

---

106 MODEL PHOTO-PORTFOLIO

For Artists & Photographers

Broaden your knowledge of the female torso—learn the best ways to pose and draw all types of art models . . . small, slender or full-bodied. This is just the collection to help you! Includes large, beautiful, glossy reproductions of 106 models in 106 different poses! A superb collection—the finest of Hollywood's art photographers, featuring Hollywood's loveliest, shapliest, and most diversified art models. Order now—money back if not delighted!

Reg. $3.50 Value!

Limited Time Offer! Only **$1.00** ppd.

ART STUDY AIDS, P.O. BOX 1095 G10 BURBANK, CALIF.

TITLE SLIDES IN COLOR ADD FUN

to your 2x2 mounted showings

T-17 Intermission (Illustrated); T-2 Welcome; T-15 Good Night; T-16 Stop Yawning. The above 4 color slides $1.50.

Big illustrated catalog free.
UNIVERSAL SLIDE CO. P. O. Box 779M, Beverly Hills, Calif.

MALE PHOTOS for Artists & Sculptors.
DeLuxe Glossy originals.
10—8x10.....$5.00; 5.....$3.00
Sample.....$1.00
20—4x6.....$3.00; 12.....$2.00
Three samples.....$1.00
Ill. catalogue with each order.
Dr. Frank J. Thompson
919 N. 4th, Manhattan 2, Kan.

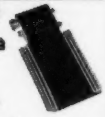
---

10 Color Slides $1 Kansas City, Mo.

Midwestern metropolis, Nelson Art Gallery; Liberty Mem.; Union Station; Historical museum, Skyline, City Hall and others. Free SLIDE NEWS with order.

SLIDE CO., BOX 1031, CANTON, OHIO

Adapt-A-Roll 620



Use roll film in any press camera without making any changes.

- Makes both 2¼ x 2¼ and 2¼ x 3¼ exposures on 620 roll film
- Used just like cut film holder, incl. dark slide
- Manufacturer's one-year guarantee

$29.95

At dealers . . . or send coupon to:

MAR-BAR, INC.
205 S. Beverly Dr., Bev. Hills, Cal.

(All sizes: 2¼ x 3¼, 3¼ x 4¼, or 4 x 5)

Camera model, size_____
Name_____
Address_____
City_____ State_____
MP5411

---

30 FOR $1.00

PEP UP YOUR PARTY WITH CARTOON BOOKLETS

MAN TO MAN HUMOR
CHUCK FULL OF FUN AND RASCALITY
ALL DIFFERENT • POCKET SIZE . . . .

GIFT WITH ORDER

L.A.F.'S P. O. BOX 2133 HOLLYWOOD 28, CALIFORNIA DEPT. 3

STOP BEING CONFUSED!

New Book tells all about High Power **BINOCULARS**
Know BEFORE you buy

Newest Precision Optics
A Million Thrills
33 Models $9.95 to $125
Guaranteed Savings
Ask for Dealer's Name

BUSHNELL *Binoculars* Dept. MP91, 43 E. Green Pasadena, Calif.

FILL OUT! Mail TODAY!

NAME_____
ADDRESS_____
CITY_____ STATE_____

HOLLYWOOD PHOTO MODELS

WOW—CAN WE PICK 'EM—*WOW*
32 Terrific Poses $1.00
80 Breath-Taking Poses $2.00
GALS INC. P.O. BOX 682
Culver City 3, Calif.

GIFT WITH ORDER

FLASHBULBS 35% Off

Bulb #	CASE QTY.	LIST	YOU PAY
#5	120	15.60	10.14
#5M	120	16.80	10.92
#11	120	18.00	11.70

All bulbs guaranteed at two for one. 35% off in case quantities. Shipped prepaid. Send check or money order only.

MERIT PHOTO SHOP
550-8th Ave. N. Y. 18, N. Y.

Classified Ads . . .

Classified Want Ads may be inserted in MODERN PHOTOGRAPHY by any reliable individual, camera dealer, or specialty house. To avoid chance of error, submit copy typed. Terms: 45¢ a word. Each word, including each item in the address, counts as one word. Send cash with order. 5% discount for 6 consecutive insertions. Forms close on the 1st of each month.

cameras, equipment for sale

TIRED OF BEING PUSHED AROUND? PLENTY OF TIME, SPACE, SEATS AND METER PARKING! CONVENIENT TO LOOP AND ALL TRANSPORTATION! HORSETRADE COMFORTABLY AT: CHROMOPTICS, 943 STATE, CHICAGO 10.

SPECIALISTS IN BUYING—selling and trading top GERMAN cameras and lenses in superfine condition. UNUSUAL LENSES AND ACCESSORIES—WANTED! BEST condition—BEST PRICES! CHROMOPTICS BY JAY REED, 943 N. STATE, CHICAGO 10.

Guaranteed lowest prices everything photographic. Free catalogue. Dart, 3812D Atlantic Avenue, Brooklyn 24, New York.

Vito III, f2 ctd., BRAND NEW, $114.50. Contessa, f2.8 CZT, factory boxed, $117.00. Free catalogue. 1001 bargains. DEALER'S MART, 54 Beverly Rd., New Rochelle, N. Y.

Rolleicord III, f3.5 ctd., case, BRAND NEW, original wrappings, $99.90. Free catalogue. 1001 bargains. DEALER'S MART, 54 Beverly Rd., New Rochelle, N. Y.

DEAL WHERE DEALS ARE BEST! Large volume, established reputation insure best service—lowest prices. GET OUR PRICES FIRST. All brands. Free catalog—photo equipment, home movies, appliances, watches, typewriters, gifts, etc. Imperial Enterprise, Inc., 34 Park Row, New York 38, N. Y. Dept. M.

TRADE, BUY, SELL your photo equipment in THE CAMERA POST. Advertising rates, 6c word. Subscription $2.00 Yr. 25c copy. THE CAMERA POST, 830 N. Princeton, Arlington Heights, Illinois.

GUARANTEED LOWEST PRICES ON MANY ITEMS. BELL HOWELL, BOLEX, ARGUS, KODAK, KEYSTONE, REVERE, ZEISS, AMPRO RECORDERS-SLIDE PROJECTORS, STEREO AND SOUND EQUIPMENT. CASTLE AND OFFICIAL FILMS. AGENTS AND SMALL DEALERS WELCOME. Elmhurst Camera Exchange, 8261 Broadway, Elmhurst, New York.

Like New Contax II, F/2 Sonnar and accessories, Alpa Reflex F/2.8 lens and accessories. Rolleiflex Tessar F/3.5, MX shutter with complete accessories, guaranteed. Headquarters for Alpa, Robot Royal, Rolleis. Your best deal is to write to Panhandle Cameras, Scottsbluff, Nebr.

Conway Camera Company Says SHOP BY MAIL & SAVE. Trade In Specials, Stereo Realist, f3.5, Spotless .....$94.50, 35mm Retina IA, f3.5 ctd., synchro.....$59.50, 35mm Contax III, latest Sonnar f2 ctd., guaranteed.....$145.00, 35mm Retina II, F2 Xenon, L;N; .....$64.50.

Bargains in New Equipment. 35mm Vitessa Ultron F2, R.F. sync., $159 value at.....$127.50, 35mm Vito III, f2, ctd. Ultron, sync., $159.50 value, special.....$99.50, 35mm Leica M-3, Summicron f3.5 in trade for what have you? $15.45 Star D-18 Famous 3-section tripod with panhead, rigid, steady. SPECIAL!!!! $10.95, 180mm Zeiss Tessar F2.8 preset, ctd. for Leica, Bolex, Kine, regular $375 value, special.....$205.00.

IF YOU WANT THE BEST DEAL Use a 400mm Kilfert lens such as Jimmy Stewart uses in motion picture "Rear Window". We have them from 90mm to 400mm to fit Leica, Contax, Bolex, Exactas, Praktiflex. Tell us what you want . . . we will GIVE YOU THE BEST BUY IN THE WORLD.

Zeiss Contaflex f2.8. Immediate Delivery $162.50. Save $42.50 on a Praktiflex, Westar f2.8, telephoto, flashgun and case. Special $139.50.

WHEN IN CHICAGO VISIT CONWAY'S 4 FAMOUS STORES FOR FINE CAMERAS. CONWAY CAMERA CO., 34 N. Clark Street, Chicago 2, Ill.

wanted to buy

IMMEDIATE AIRMAIL PAYMENTS for precision cameras, lenses, accessories: TOP PRICES for FINE condition; Specialists in GERMAN equipment: CHROMOPTICS BY JAY REED, 943 N. State, Chicago 10, Ill.

List your camera FREE with Trade-A-Camera, Box 614, San Carlos, Calif.

Free bargain lists—We Buy. Trades. Bob's, 76 West 48th Street, N. Y. C.

LENSES, Aerial Cameras, Gun Cameras (GSAP), Motion Picture Cameras, Still Cameras. Cash airmailed immediately for these and Aerial Lenses, including 6" Metrogon, 7" aeroektars, 20" and 40" Bausch and Lomb. Gordon Enterprises, 5362 N. Cahuenga, North Hollywood, California.

camera repairs

Foreign cameras: Six years with the inventor of the Contax (Zeiss) assure you 100% repairs on all foreign and domestic cameras. Internal synchronization installed on Contax, Leica, Rollei, Ikonta, etc. All work guaranteed and conscientiously done. Strauss, Photo-Technical Service, 930 "F" Street, N. W., Washington, D. C.

SPECIALISTS in Foreign and Domestic camera repairs. Lens polishing, re-cementing, re-focusing. Bellows installed. Rangefinders repaired, sync. Repairs guaranteed up to one year. Chicago Camera Specialists, 17 N. State St., Chicago 2, Illinois.

CANON CAMERAS—Complete service, all models. Work guaranteed. Send camera for free estimate. International Camera Corp., 847 W. Adams, Chicago 7, Ill.

Camera repairs on still & movie cameras. Internal Synch. Factory parts. Bellows made to order. Our Background of 40 years is your guarantee. C. T. Moyse & Son, 108 Fulton St., N.Y.C.

Neoprene coated curtains installed in Canon, Exakta, Foth, Korelle, Leica, Primarflex, Nicca, Nikon. B & V Camera Repair Service, 21 E. Van Buren St., Chicago 5, Ill.

photo supplies

Empty Metal 35mm Kodak Cartridges 15 for $1.00. M. D. Abuhove, 110 S. 16th St., Phila., Pa.

PHOTOGRAPHER'S BUSINESS CARDS. Free Samples. Artypographers, 1024 Hollywood Station, Hollywood 28, California.

ALBUMS! Wedding, Baby. Photographer and customer's names in gold. FREE catalog! Crestwood, 3601 West 71st, Kansas City, Missouri.

35mm FRESH Reloaded Cartridges: 4—$1.00 Empties 20—$1.00. Add Postage, Berea Photo, Berea, Ohio.

photo finishing

FREE 35MM FILM included with each roll B & W 35mm developed and custom printed. 20 Exp—$1.00—36 Exp—$1.50. Film fresh dated—safety. Wheeler Photo, Box 701, Ocean Park, California.

No Negative? Send $1.00 for new negative and two 5x7 enlargements, from picture, transparency, colorprint, polaroid, stereoframes. Your pictures converted into highest quality projectionslides. Curiophoto, 1187 Jerome Ave., New York 52, N. Y.

Portrait negative retouching, $1.00 a head. Airmail service. Haase, 53 Platt Avenue, Rochelle Park, New Jersey.

NATURAL COLOR postcards from your transparencies. Colorart, 475 Fifth Avenue, New York 17.

GET 'EM PRINTED HERE, Rolls of 8 printed JUMBO 35¢, 12 exp. Jumbo 50¢, 16 JUMBO 65¢, 20 JUMBO 35mm 80¢, 36 Jumbo 35mm 1.40. Pin-up, art film acceptable. Mail film with stamps or coins to: NUTONE PHOTO, Box 917, CHEYENNE, WYO.

Disgusted with poor photo finishing? Something new. Send film or inquire. Your credit is good. Statement with finishing. Jerry's, Dept. B, Box 1231, Lansing, Michigan.

movies, movie film

Kodachrome movies—projection sample $1.00, SOF rentals—list 10c. Galloway Films, Box 6953E, Washington 20, D. C.

5,000 NEW—USED 8-16mm Silent—Sound Films. International-D, 2120 Strauss, Brooklyn 12.

Free Circulars—Listing our B & W roll movie films, chemicals, developing sets and bulk films. Fromaders, Box 637-G, Davenport, Iowa.

MALE ACTION and posing shots of Mr. America and other perfectly developed men. All close-ups. 60 ft. 8mm—$3.50, 120 ft. 16mm—$6.00. Dr. Frank Thompson, 919 4th, Manhattan, Kansas.

HUNDREDS of Subjects! Travels, Comedies, Adventure, Musicals, Etc. Best Movie Headquarters of ALL! Catalogs 15c. Turke Films, Hinsdale 2, Ill.

GUARANTEED FRESH 8mm roll, magazine; 16mm roll, magazine movie films. Color, B&W. Free catalog. ESO-G, 47th Holly, Kansas City 2, Missouri.

Wild Animal and Bird Movies. 8mm or 16mm beautiful color or B&W. Also 2 x 2 color slides. Send for free catalog. Wild Life Films, 5151E Strohm Ave., N. Hollywood, Calif.

Stop searching! Cine Adventures as you like them. 50'—8mm. $4.00. 2 for $7.00; 100'—16mm. $7.00. 2 for $13.00. Danny Davis, Box 1202, Room 568, Chicago 90, Ill.

Looking For Them? Stop Right Here! Real Collector's Items. 8mm. 50 ft. $3.00 each. 16mm. 100 ft. $6.00 each. Cameo, Box 228, Dept. 541, Cicero 50, Ill.

Studies in Beauty, filmed by The Masters. 50 ft. 8mm, $3.50, 2 reels, $7.00. 100 ft. 16mm, $6.50. 2 reels, $12.00. Perry Pelton, Box 5967, Dept. 526, Chicago 7, Ill.

16MM SOUND FILMS, FEATURES AND SHORTS. Sale & Exchange. Bedner, 5300 So. Talman, Chicago.

RENT 16mm. SOUND FEATURE PICTURES—$3.95, three days, including delivery, return postage. 25-minute short subject programs, $2.49. Big catalog free. Eastin Pictures, 110 Eastin Bldg., Davenport, Iowa.

ESQUIRE FILMS FOR MEN PRESENTS AN ENTIRELY NEW SERIES OF EXCITING STORIETTES. "PRIVATE BEACH," "ARTIST'S STUDIO" AND MORE! 100 Ft. 16mm. . . . $6.00; 50 Ft. 8mm. . . . $3.00. SEND 25c FOR SAMPLE STRIP AND COMPLETE LISTING TO ESQUIRE FILMS, BOX 6161, BRIDGEPORT, CONN.

FREE CATALOGUE: New 8 & 16mm films. Box 14, Midtown Station, New York 18, N. Y.

UNMATCHED HOME MOVIE BARGAINS AT IMPERIAL! Because Imperial is also a direct distributor you get HUNDREDS OF EXCLUSIVE OFFERINGS AT DEALER PRICES. Largest selection in country. New releases. Send for free 1955 catalog. Imperial Enterprise, Inc., 34 Park Row, New York 38, N. Y. Dept. M.

GORGEOUS FIGURE MODELS IN EXOTIC MOVIETTES. COLLECTORS TREASURE THEM. QUALITY PRODUCTIONS AND SHARP CLOSE-UPS LEAVE LITTLE TO DESIRE. "LONESOME ISLAND", "SUNBATHER SUE", "WET AND WINSOME" AND MANY OTHERS. 8MM 50 FT. $3.75 OR 3 FOR $9.00. 16MM 100 FT. $6.00 OR 3 FOR $15.00. RUSH $1.00 FOR PROJECTION LENGTH FILMSTRIP. GEM FILMS, P. O. BOX 1118, BRIDGEPORT, CONN.

FREE! Blackhawk's fall sale catalog new and used 16mm., 8mm. films, used 16mm. sound-projectors, new 2"x2" color slides. Blackhawk Films, 1006 Eastin, Davenport, Iowa.

WE have what you want! Send 10¢ for exclusive illustrated brochure. French Features, 1847 Mott Avenue, Dept. MPC-11, Far Rockaway, N. Y.

RENT 8MM COLOR and B/W movies 19¢ weekly. Gigantic catalogue 10¢. Cooper's Mart, Eaton, Ohio.

movie titles

"SURPRISE" assortment 8-MM colorful titles, $1. Postpaid. Guaranteed. LeMoine Films, Nevada, Mo.

color slides

Miami, Havana, Bahamas, Color Slides $2.50 per dozen. Free catalog. JACKSON'S CAMERA STORE, 60 West Flagler Street, Miami, Florida.

COLORSLIDES, Travel, nature, etc. Free list. Sample 30c. Kelly M. Choda, P.O. Box 588, Stanford, California.

Unusual Pin-Ups. Twelve NEW sets. Eight glossy 4 x 5 Photos to set $2.00. Five color slides to set $2.00. 8mm 50 feet movies $3.00. BERNARD, Box 16961, MP West Branch, Hollywood 46, Calif.

Slides of Hollywood movie scenes—six samples 25¢. Gilbert, Box 6741, Cleveland 1, Ohio.

Colorslides—views 10—$1.00, art, glamour, kodachrome 3—$1.00, lists, sample slide 35c. Galloway Library, Box 6953E, Washington 20, D. C.

SPECIAL SELECTIONS of Grand Canyon, Yellowstone, Glacier, Banff, Jasper, and Mexico on approval also Western National Parks available. Catalogue. Douglas Whiteside, Yosemite, California.

SLIDES OF THE EAST. White Mountains, Plymouth, Lexington, Cape Cod, Niagara, Ausable Chasm, Santa's Workshop, Quebec, Gaspé, Bermuda, Fall Foliage, many others. On approval at new low price. Send for catalog beautiful 2 x 2 and stereo kodachromes by Henry Cobb Shaw, 8-2 Bosworth St., Boston 8, Mass.

Wild animal and bird films beautiful 2" x 2" color slides. 8mm or 16mm color movies for B&W. Write for free catalog. Wild Life Films, 5151Z Strohm Avenue, N. Hollywood, Calif.

130,000 SLIDES in stock insures quick delivery. Production by Captain Arps, U. S. Navy, retired, insures satisfaction. Description of scene on each slide makes constant reference to catalog unnecessary. Send 6c (stamps) for new 48 page catalog United States, Canada, Mexico. If interested in other foreign countries, mention countries and add 3c, as these are separate lists. Worldwide coverage. RoLoc, Box 1715, Washington 13, D. C.

Exquisite Show Girls! Color Slides—5 for $1.00, 10 for $2.00, Sample 25¢. Lists. Hobby, Box 971, Newark 1, N. J.

CARLSBAD CAVERNS—Color Slides, Stereos. National Geographic Series, Big Shot. 8mm-16mm Kodachrome Movies. Catalogue 5c. "Tex" Helm, Dept. MPNGS, Carlsbad, N. M.

GREAT ART NUDES. French, Italian, etc. Diana, Venus, Bathers—Hundreds—3 for $1. ARTCO, P.O. Box 46123b, Cole Station, Los Angeles 46, California.

20 Beautiful colored slides $1.00. Sample, catalog 20c. Over twenty million sold! Sanford Company, Perry, Ohio. (Established 1941.)

WORLDWIDE Kodachromes on Approval—2x2 (35mm) and Stereo (3D). In breathtaking color . . . interiors of Louvre, St. Peters, etc. Paris Night Club entertainers . . . the shots you need to complete your collection. Choose super-Kodachromes from the world-famous Wolfe collection—larger than that of all other dealers COMBINED! Over 4500 selections from 47 countries, rushed to you same day by air mail or on approval. NAME THE SPOT, WE'LL FURNISH THE SLIDE. Send for free 36-page catalog (specify 35mm or Stereo). Ernest M. Wolfe, PSA, 10916 Ashton Avenue, Los Angeles 24, California.

TITLE SLIDES 2" x 2" comical, full color. Set of 4 slides only $1.50. Just the kind you're looking for. Free list. Whitacre Productions, Box 3057, Albuquerque, New Mexico.

VIRGINIA: Caverns, Scenic, Historic (including Interiors), 25¢. Royalpix-NM, Front Royal, Virginia.

PIN UP SLIDES. Different. Send $1.00 for 3 and catalog. Wincholt Co., Woodbine 34, Penna.

Niagara Falls or Banff. Twenty Colorslides $2.00. EDDINGS, 8-M Roberts, Corning, N. Y.

WE have what you want! Send 10¢ for exclusive illustrated brochure. French Features, 1847 Mott Avenue, Dept. MPC-11, Far Rockaway, N. Y.

ART MODELS! 5 Clear, unobstructed slides, catalog $2.00. "Bachelorette", Box 46946C, Hollywood 46, Calif.

CORONATION—'54 Rose Parade—free Sample—Lists—Colorslide, Box 1193, Studio City, Calif.

NATURAL color, 2 x 2 slides. Hollywood's best posed by the masters. 4 for $1.00. 10 for $2.00. Perry Pelton, Box 5967, Dept. 14, Chicago 7, Illinois.

BEAUTIFUL COLOR SLIDES 10c each. Send dime for sample and latest issue "Slide News". SLIDE SUPPLY, Box 1031, Canton, Ohio.

photos, b & w slides

2x2 SLIDES from any size negative. Mounted. 15c each. Miller Slide Service, Holdrege, Nebraska.

TRANSPARENCIES; 35mm mounted 7c. Optical reductions mounted 13c. Kirwin Slidefilm Laboratory, Crystal Lake 1, Illinois.

MALE PHYSIQUE "Model of the month club". Send 50¢ for samples and information. Jack Sidney, 353 So. 3rd St., Brooklyn 11, N. Y.

MALE PHYSIQUE PHOTOS. 48 poses $1.00. Jack Sidney, 353 So. 3rd St., Brooklyn 11, N. Y.

stereo photography

Beautiful stereo figure studies. Single and groups. Glass mounted original Kodachromes. 2 for three dollars. Sample $1.75. Dolores Stereo, Dept. MP, 138 West 53 Street, N. Y. 19.

STEREO PIN-UPS: Three dimension Kodachrome slides of Hollywood's loveliest young models. $1.00 each. J. A. Campion, Box 38592, Hollywood 38, Calif.

ART MODELS! 5 Clear, unobstructed stereos, catalog $2.00. "Bachelorette", Box 46946D, Hollywood 46, Calif.

PARIS night club entertainers . . . plus over 1000 Worldwide Kodachromes on approval. Write for free list. Ernest M. Wolfe, PSA, 10916 Ashton Avenue, Los Angeles 24, California.

STEREO, KODACHROME ORIGINALS of scenic Hawaii. Free listing. Hawaiian Stereos, P.O. Box 2874, Honolulu, Hawaii.

exposure meter repairs

Exposure meter repairs. Send any make. Prompt Service. Reasonable charges. The Rhamstine* Co., Meter Div., Harlingen, Texas.

miscellaneous

ARTISTS, PHOTOGRAPHERS. Have you exhausted all posing possibilities? Now for a limited time only, you can buy New and Exclusive full length photographic Examples illustrating the proper posing of the female subject. 18 examples $1.00. 41 for $2.00. All different. Perry Pelton Photos, Box 5967, Dept. 67, Chicago 7, Ill.

INTERESTING MAILS—25c keeps your mail box full three months. BENTZ (Desk K/19), Chatawa, Mississippi.

Adult books, unusual, fascinating, illustrated booklets. 10—$1.00, catalogue 10c. Kogan, 1032MP Church Annex, N.Y. 8.

SONGPOEMS WANTED! Mail to: Tin Pan Alley, Inc., 1650 Broadway, New York 19, N.Y.

STOP SEARCHING! Special poses, as you like them, from my "private file." 18 photos for $1.00, or 40 for $2.00. Color slides, 2x2, 4 for $1.00 or 10 for $2.00. Everyone different. Danny Davis, Box 1202, Rm. 438, Chicago 90, Ill.

Male photographic studies, choice originals. Ten 4x5 photos $2.00. Fifteen 8x10 photos $5.00. Mafo, Dept. MP, P.O. Box 192, El Segundo, Calif.

GIRL PHOTOS. 200 for $1.00. Impossible! Wanna Bet? Rush $1 to Tanya, Dept. M, Box 721, Manhattan Beach, Calif.

"FEMME MIMICS"—Sensational Book about Professional men who get paid to entertain in women's costumes. Illustrated! Free Literature. Winco, Dept. MP-11, Box 9525, Dallas, Texas.

Figure Studies of Beautiful Models for Artists and Sculptors. 2 x 2 color slides, 3 for $1.00. 5 x 7 glossies, 2 for $1.00. Palmer Co., Box 5502, Chicago 7, Illinois.

LOOKING FOR them? Stop right here! Exciting Real collector's items. 18 Photos for $1.00. 45 for $2.00. 2x2 Color Slides, 3 for $1.00. 8 for $2.00. Cameo, Dept. 192, Box 228, Cicero 50, Illinois.

STAG CARTOON BOOKLETS! "Maggie and Diggs", "Toots & Jasper", other comic characters. Ten vest pocket Adult collector's items $1.00. Q.T. Sales, Box M-8516, Hollywood 46, Calif.

Pick of the Pix. Nine 5½x3½ glossy cards, $1.00. British Mona Atelier, Monomark House, London, W. C. 1.

NUDE MODEL FACTS EXPOSED. Shocking use of peep-hole camera. "Art Study" salons, illicit practices, all boldly revealed. Illustrated. $1.00. Knight Press, Dept. A-9, 524 W. 25 St., N. Y. C. 1.

EXCLUSIVE candids of T.V. starlets. Send 25c for sample set plus special brochure. Four Star Features, Dept. CMP-10, 1265 Broadway, N. Y. 1, N. Y.

Sick of the same old pin-ups? Try our French Canadian models. Five exciting poses $1.00. Thirty $5.00. Ellis, M-11, Box 298, Station-H, Montreal 25.

WE have what you want! Send 10¢ for exclusive illustrated brochure. French Features, 1847 Mott Avenue, Dept. MPC-11, Far Rockaway, N. Y.

BEAUTIFUL DAMSELS—six 4"x5" superposes $1.00. Artcrafters, Box 463, Venice 3, California.

GIRL PHOTOS—120 Poses, and 12 Comic Booklets, $1.00, postpaid. Steele, 4831-M Shafter, Oakland 9, Calif.

Twelve 5x7 photos girls log rolling contests, two dollars. Bernard Kobel, Frankfort 2, Indiana.

Twelve 5x7 photos, highly tattooed men—women (choice) two dollars. Fifty for five. Bernard Kobel, Frankfort 2, Indiana.

Twelve 5x7 photos women boxing or wrestling two dollars. Fifty for five. Bernard Kobel, Frankfort 2, Indiana.

B. M. Dupré, 3, Bloomsbury St., London, England, offers connoisseur's collection, $1.00.

FRENCH Bikini for sun or surf. Zebra or Leopard. Womens $5.00, Mens $3.00, Both $6.50. Maribill, Box 32, Garland 5, Texas.

MODELING UNMASKED. 15,000 word expose of photographers, agents, schemes, trick mirrors, call girl rackets, test photos, etc. Authentic. $1.00. Knight Press, Dept. A-8, 524 W. 25th St., N. Y. 1, N. Y.

Thirty 616 photos German atrocities, two dollars. Bernard Kobel, Frankfort 2, Indiana.

Pin-Ups—Glamourous—Real Eye-Catchers. 4x6 Jumbos 6 for $1.25, Vogue, Box 54, 553 3rd Ave., New York 16, N. Y.

LOVELY MODELS in Delightful "Close-up" Poses. 18 Glossy Photos—$1.00. Lee, Box 182-P, Emeryville, Calif.

"GRAN-SEXRON." Details—10c. Krishnar Institute, Box 842-C9, Escondido, Calif.

FREELANCE PHOTOGRAPHERS identification card plus big six inch windshield decal. Set $1.00 postpaid. Credentials Company, P. O. Box 5025, Chicago 80.

hypnotism

FREE Illustrated Hypnotism, Self Hypnosis, Catalogue. Write: Hypnotist, 1324 Wilshire, Hollywood 17MP, California.

schools and instructions

PHOTOGRAPHY FOR PLEASURE or profit. Learn at home. Practical basic training. Long established school. Free booklet. American School of Photography, 835 Diversey Parkway, Dept. 2122, Chicago 14.

Oil coloring photographs can be a fascinating hobby or profitable sideline for those with artistic talent. Learn at home. Easy simplified method. Send for free booklet. National Photo Coloring School, 835 Diversey Parkway, Dept. 212C, Chicago 14.

Commercial and portrait photographic courses for studio owners, employees, and advanced amateurs. Also courses in hobby photography—Basic—Intermediate—and Advanced. Write to: William Gerdes (M.Photog.) Dean, Cape Cod School Inc., 44 Park Ave., Hyannis, Mass.

oil coloring

Oil coloring photographs can be a fascinating hobby or profitable sideline for those with artistic talent. Learn at home. Easy, simplified method. Send for free booklet. National Photo Coloring School, 835 Diversey Parkway, Dept. 111B, Chicago 14, Illinois.

stamps

FREE! Big United States Catalog. Valuable guide and check list. Hundreds of illustrations. Approvals. HARRISCO, 359M Transit Building, Boston 17, Mass.

business opportunities

Earn $15,000-$30,000 annually. Franchise protected. Guaranteed minimum $12,500 or money back. Live at home. No merchandise to buy. Self-employed. One of most exclusive and noncompetitive businesses in United States and Canada. Send for Free explanatory booklet. Harrell & Company, Box A-19, Louisville, Illinois.

Buy wholesale 25,000 items. Catalogue 25c. Matthews, 1474-B2 Broadway, New York 36, N. Y.

$3.50 Hourly, with your Camera. Complete Instructions $1. Box 69, Walnutport, Pa.

UNHAPPY in present job? Scientific vocational test reveals your personality type, aptitudes, and job possibilities. Test and complete analysis: $3.00. Research Institute, Box 650P, North Hollywood, California.

books and magazines

RARE Books, Art. 24—Sparkling illustrated cartoon booklets $1.00. Catalog 10¢. Aladdin Book Co., 210-MP Fifth Avenue, New York 10.

Make It Books This Christmas!

If you want to please a real photographer—even yourself—give him books. Here is a good selection. We have hundreds of other titles.

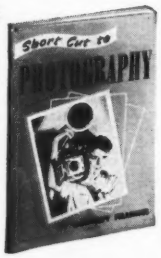
86 HOW TO PHOTOGRAPH WOMEN

by Peter Gowland

A new, revised, enlarged edition of one of the best selling photo books ever published. New, larger, more pictures, more text. Order it! **$2.95**

56 Short Cut to Photography

by Godfrey Frankel



One of the best beginner books we've seen. In simple language, with clear pictures and unique layouts, it carries the reader step by step thru every photographic process. Teaches how to take, and make better pictures without lots of expensive equipment. **$2.50**

25 LOOTENS

On Photographic Enlarging and Print Quality—Revised! Enlarged! New edition; priceless how-to-do-it tricks and advice that will definitely improve any photographer's ability to get richer, "juicier" prints by projection. New enlarged, revised edition. Over 65,000 copies sold. **$4.50**

217 The Retina Way *by O. R. Croy*
Excellent, new book by eminent authority of this popular camera, 226 pps., cloth. **$3.75**

81 100 Studies of the Figure, *Rawlings*
In compositional variety, photographic technique, and sheer beauty of subject matter and presentation, this book is the best of its kind we've ever seen. All of the pictures were made of a single model, and with very few exceptions only natural light was used both indoors and out. **$5.50**

61 Portraiture
192 pages; 250 illustrations and diagrams. Gives practical advice and techniques from 15 nationally famous portraitists. **$3.50**

197 Glamour Guide, How to photograph girls, *by Eugene Hanson*
Pose, lighting, make-up problems all discussed in a readable book by one who has succeeded in this difficult work. Illustrated. **$5.00**

Guide Books, *by W. D. Emanuel*

59 *Robot*	$1.25	62 *Contessa*	$1.25
140 *Leica*	1.75	216 *Bolex*	1.75
141 *Exakta*	1.75	142 *Retina*	1.25

Modern Camera Guides

229 *Canon*	113 *Leica*
234 *Keystone Movie*	231 *Darkroom*
177 *Speed Graphic*	153 *Argus*
112 *Three Dimension Projection*	179 *Omega*

$1.95 EACH

PHOTO BOOK HEADQUARTERS

We carry a complete stock of photo books of all types—350 different titles, every in-print book in English on a photographic subject; on sale and display at our new show room, hours 9-5. Closed Sat. (Phone: PLaza 7-3700.) **10th fl., 33 W. 60th St., N. Y., N. Y.**

50 Handb'k, Basic Motion Picture Techniques

by E. Brodbeck

Leading off with a well rounded discussion of the mechanics and techniques of the various types of cameras, the author takes up, one by one, the ten stumbling blocks in motion picture making. Everything is covered in detail from panning and the use of the tripod to scenario planning, newsreel techniques and script writing. **$6.50**

167 Where and How to Sell Your Pictures
A workaday bible for free lance photographers, including over 800 names, addresses and specifications from buyers of photographs; published by Modern Photography. *By Arvel W. Ahlers.* **$1.95**

114 Candid Wedding Photographs *by Henry Lefebvre*
A man who has made a success at it tells how. **$4.00**

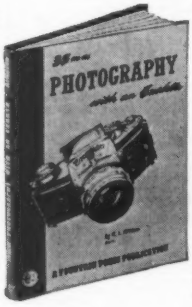
10 Figure Studies *by Fritz Henle*

Unquestionable masterpieces magnificently reproduced by one of America's best known photographers of the human form. With an introduction by Jacqueline Judge. **$3.95**

207 Lens Testing Chart
These charts were designed by the Editor of the British magazine, Amateur Photographer. With a little testing anyone can determine exactly how good a lens really is and the maximum size to which negatives taken with that lens can be enlarged without noticeable loss of sharpness. Set of 15 charts and 25-page instruction manual. **$1.75**

143 35mm Photography With an Exakta

by K. L. Allinson



This famous single lens reflex discussed and fully described in all spheres of work. Includes general discussion on 35mm photography by a qualified expert. **$3.00**

214 Filter Manual *by Carl Bakal*
Tells how to use filters for both black and white and color. The filter dictionary section alone lists over 200 subjects with specific recommendation for every effect desired. **$3.00**

8 Photographing Your Flowers *by J. and M. Roche*
Shows you how you may catch, on film, the beauties of your garden. Many color illustrations. Paper **$1.95.** DeLuxe Cloth Edition **$3.75**

57 Printing With Varigam *by M. Richard Marx*
Explains difference between Varigam and other papers, how it works, and all procedures from simplest to the most complex. Has a complete chapter on toning. **$1.95**

IMPORTANT LATE ARRIVALS

108 UNDERWATER PHOTOGRAPHY

by Schenk and Kendall

A complete and practical guide for this fascinating new sport. Discusses optics, exposure, camera construction, etc. Tells you how to record the thrills of underwater experience. Indexed and illustrated. **$3.00**

79 35MM PHOTO TECHNIQUE

by H. S. Newcombe

Revised edition of a world-wide favorite. Correlates facts and theory in a clear and practical manner. For all photographers who want to develop a good 35mm technique. Over 50,000 copies sold! **$4.75**

93 ART AND TECHNIQUE OF STEREO PHOTOGRAPHY

by Peter Gowland

The master of the pin ups adds another dimension to his photography of women. Fully illustrated, with a series of Gowland's owntransparencies for use in your viewers! A magnificent value. **$2.95**

111 Woodland Portraits *by Jeannette Klute*
One of the most beautiful books of photographs ever published. A collection of fifty superb nature photographs in full color by a great artist working with the color camera. And accompanying each magical photograph is an excerpt from a poem that sustains the mood of the picture. Full-color reproductions 9"x 10". Two prints suitable for framing with each copy. Bound in full buckram, gold stamped, 12⅝" x 16¾". Each copy packaged in a two-piece box. **$20.00**

If coupon is clipped send order anyway to Modern's Book Store, 33 West 60th St., New York 23, N. Y.

Modern PHOTOGRAPHY Book Store

33 West 60th, New York 23, N. Y. **Amount Encl. $_____**

Please send me postpaid the books whose numbers I have circled.

I enclose the amount shown above in ☐ Cash ☐ Money Order ☐ Check.

86	56	25	217	81	61	197	59	140	141	62	216
142	229	234	177	112	113	231	153	179	50	167	
114	10	207	143	214	8	57	108	79	93	111	

Name_____

Address_____

City_____ State_____

11-54 ALL ORDERS ARE SHIPPED POSTPAID No C.O.D.'s. 3% sales tax with orders for N. Y. City delivery add 10% per title for delivery outside U.S.A., except APO's. Allow approximately 10 days for delivery. If not satisfied return books within 5 days to Modern Photography and money will be refunded.

Your Lens Deserves the Finest . . . A Spiratone Lens Attachment

BUY YOUR AUXILIARY LENSES, FILTERS, CLOSEUP AND MINUS LENSES FROM SPIRATONE—
SPIRATONE SUPPLIES MORE PHOTOGRAPHERS WITH THESE ACCESSORIES THAN DOES ANY OTHER COMPANY!

The POLARIZING FILTER

is one of the most useful filters made, equally suited for color and black and White! It makes the "impossible" subject to the eye unphotographable because of reflections in water, showwindows, landscapes—one of the most beautiful, and by increasing contrast between sky and clouds, it, becomes the only skyfilter usable with colorfilm—Kodachrome, Anscocolor, Ektachrome.

	Polarizing Filter	Polascreen, in elegant case
Ser. IV	$2.00	$3.89
Ser. V	2.49	4.89
Ser. VI	2.98	5.89
Ser. VII	3.98	7.89

Polarizing Filters are mounted in metal rings, while Polascreens are supplied in double threaded rings with handles, which make adjustment for maximum polarizing effect easier still. *Shpg. Chg. 10c*

MINUS LENSES for TELEPHOTO EFFECTS

If you have a camera using, or capable of using, a bellows or extension tube set, you will want to invest in Minus Lenses for the thrill of taking telephoto shots without buying a regular telephoto lens, or extreme telephoto shots, in conjunction with your telephoto lens: for example, a single Minus 4 lens makes your 135mm telephoto into a 270mm telephoto—varied combinations will produce a variety of effects. Minus Lenses improve the perspective in portraits, too, by lengthening the effective focus length. Thousands of Exakta, Praktica, Contax S and Leica, Canon owners with reflex housings find Minus Lenses most useful accessories.

Minus Lenses are mounted in Metal Rings and are sold in sets of three (of your selection) only. Available in Minus, 1, 2, 3, and 4. Per three
Ser. V ..$3.60 Ser. VI ..4.35 Ser. VII ..6.00
Shpg. Chg. 10c

FILTERHOLDERS, LENSSHADES, RETAINING RINGS

All filters, closeup and minus lenses shown on this page fit standard filterholders. Because of the variety of sizes made, prices can only be quoted on specific request.

Our step-up rings, retaining rings and lensshades fit all standard Kodak, Tiffen, Enteco and Ednalite Filterholders.

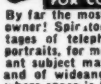
See Note	*Double Retaining Ring	**Step Up Ring	Lens-Shade
Ser. IV	$.85	(to V) $1.00	$1.25
Ser. V	.85	(to VI) 1.10	1.25
Ser. VI	.95	(to VII) 1.25	1.50
Ser. VII	1.50	(to VIII) 2.00	3.00

*For use of two filters, filter and closeup lens at one time.
**For use of larger size filter.

Spiratone AUX. TELEPHOTO and WIDEANGLE LENSES

FOR COLOR—FOR BLACK AND WHITE

By far the most popular accessory for the 35mm camera owner! Spiratone lenses add to the camera the advantages of telephoto effects for improved perspective in portraits, for moderate distance shots so that the important subject matter will fill the entire negative or slide; and of wideangle effects, for landscapes, and indoors, where space is limited; of greater depth of field.



Universal Finder is matched to your wideangle, normal and telephoto lenses. Ideal for every camera—even without auxiliary lenses, because it provides for much needed parallax correction from three feet to infinity. Available in two modals: 50mm for Retina, Argus, Pony, etc., 44mm for Bolsey, Contessa, Signet.

SPIRATONE LENSES OFFER THESE EXTRAS:

- Built-in or Separate Filterholder furnished for each (set of) lens (es).
- Interchangeability of standard adapters, so that one lens may often be used with several cameras (each lens is supplied with only one adapter—extra adapters are $1.25 each, when suited.
- Extra hard 5-coating.
- Excellent color-correction.
- Lifetime Service Guarantee.
- No change in exposure or lens opening needed.
- Comprehensive instructions for simple use—lenses fit your camera like filterholders, require no installation.
- Availability of filters — your free choice of any TWO with every aux. lens you buy, selected from these: yellow, orange, green, haze, red, blue. Others $1.00 each.

- Availability of MATCHED telephoto and wideangle finders, and a special Universal Finder.
- Telephoto and Wideangle Finders fit accessory clip, can also be used handheld.

SPIRATONE AUXILIARY LENSES ARE AVAILABLE FOR THESE 35MM CAMERAS, AND MANY OTHERS:

Argus C3, 21, C4, Bantam, Bolsey, Contaflex, Contessa, Edinex, Edixa, Kodak 35, Mercury, Perfex, Retina, Signet, Vito.

Each lens in leather case (incl. 2 filters) $16.95
Shpg. Chg. 25c

Set of both lenses, in double leather case (including 4 filters) $29.95
Shpg. Chg. 60c

Each Finder, telephoto or wideangle $3.95
both for $7.49

Universal Finder $8.59

Accessory Clip for Argus C3, easily installed $1.00

FILTERS

are the tools of the photographer—yet, fine filters, made by the best known manufacturers in the country, need not be costly. Each filter is ring-mounted, and engraved as to type.

For b&w: lt. and med. yellow, lt and med. green, orange, haze, red and infra-red.

For Anscocolor: Nos. 10, 11, 12, UV 15, 16, 17.

For Kodachrome and Ektachrome: Haze, Skylight, 2A, 2B, 85B, Type A, Blue 80, 82A, 1D, 2D, 81, 81A, B, C, D, EF.

Shpg. chgs. 1 to 5 filters 10c, 6 or more 30c.

Ser.	
IV	$1.15
V	1.39
VI	1.59
VII	2.39

"About Filters, Closeup and Minus Lenses" is a booklet crammed with valuable info. Send 25c, or free on request with orders of $3.00 or more.

FREE on request: Famous Make Filter Compartment Case with purchase of 4 or more Ser. V or Leather Filterbank with 6 or more Ser. VI filters (incl. polarizing) and closeup lenses. Cases cost regularly $3.50 (Ser. VI) $1.25 (Ser. V)

EXTREME CLOSEUP LENSES

can be used with any camera—with the greatest of ease and with no extra accessories. You can get as close as 8" with a Plus 4, 7" with a Plus 5, 5½" with a Plus 6, 3½" with a Plus 10. You can use two extreme closeup lenses, with a double retaining ring, for even more extreme closeups. With a Plus 5 lens, you can fill the complete 35mm frame when reproducing a postcard; a Plus 10 lens is just right for insects, stamps and coins. Extreme Closeup Lenses make macrophotography possible with a tiny investment.

All, exc. Plus 10, mounted in metal rings.

	Ser. V	Ser. VI
Plus 4	1.75	2.00
Plus 5	1.95	2.30
Plus 6	2.25	2.75
Plus 10	2.65	3.25
Dbl. Ret. Ring	.85	.95

CLOSEUP (Portrait) LENSES

bring within every photographer's reach subjects which would be too small if photographed at the regular 3 ft. closest camera setting: Head and shoulder portraits, children's pictures, copy work—a whole new field of picture taking. All Closeup Lenses are mounted in metal rings. Deluxe lenses, made by nationally famous manufacturer, have diopter power engraved on rings.

	Reg. Deluxé
Ser. IV	1.15
Ser. V	1.00 .... 1.39
Ser. VI	1.25 .... 1.59
Ser. VII	2.00 .. 2.39

Plus 1 focuses from 38" to 20", Plus 2 from 20" to 13", Plus 3 from 13" to 10"—for versatility, you will want set of all three Closeup Lenses.

Shpg. Chgs., 1-4—10c

CLOSEUP MEASURE

with level

Fits accessory clip or can be used handheld. Steel tape measure is graduated in inches, centimeters, 100 cms long. Level helps you maintain perfectly level position when needed. A real "must" for all closeup work.
$2.49 — or only $1.89, if purchased together with closeup or extreme closeup lenses.

Directory of Closeup Aids

Nothing can equal the versatility of extension tubes and bellows attachments, for cameras with interchangeable (removable) lenses. For these, Spiratone has made available precision machined camera-to-lens extensions more efficient than any made, at prices lower than those of less practical accessories

6-PC. EXTENSION TUBE SET $7.95

for Kine Exakta, Exa

This set contains two precision-fitted brass adapters and four tubes, 5mm, 15mm, 30mm and 45mm, providing the greatest possible range of closeup work from a 3.4 reduction to a 2.2 magnification ratio. *ShpgCharge 35c*

4-PC. EXTENSION TUBE SET

for Praktica, Praktiflex FX, Contax S, D, DA, Pentacon

This exceptionally well-made set includes in addition to the usual 5mm, 15mm and 30mm tubes a 45mm tube, thus permitting up to 2X magnification, when the complete set is used: a tiny object, ½" x ¾" can be made to fill the entire 35mm negative or transparency! *Shipping Charge 35c* $6.95

The FOLDING BELLOWSCOPE

Available for Leica, Canon, Kine Exakta, Exa, Praktica, Praktiflex FX, Contax S, D, DA, Pentacon

The most useful of lens-to-camera closeup accessories. It weighs only 5 oz., has fine leather bellows and a geared track with a positive lock. A sturdy accurate frame assures proper alignment. An extension range up to 5" is provided, with exposure factors engraved on the track. $14.95 ppd.

FOCUSING EXTENSION TUBE $9.95

for Kine Exakta, Praktica, Contax S, Leica

Operating like the focusing mount of a lens, these tubes allow a range of 20mm, with no blind spots. Leica tubes are engraved, indicating proper distance from lens to subject. Focusing tubes can be used alone or, if you already own a set of tubes, you will find the focusing tube a most valuable addition to your closeup equipment. *Shpg. Chg. 40c*

COMBINATION OFFERS:

Focusing Extension Tube PLUS 6-pc. KE extension set $14.95
or 4-pc. Praktica extension set $13.95
or 3-pc. Leica extension set $12.95

PROXISCOPE

Geared Focusing Rail

The most useful camera accessory for the practical photographer. Permits minute adjustment in a 4½" range, a "must" for copywork, any kind of closeup photography.

A $7.95 value—available to Spiratone customers at $2.95

Shpg. Chg. 30c

deluxe COPYING STAND $9.95

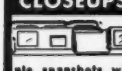
Designed by us for use in conjunction with closeup lenses, extension tubes, bellows attachments, to complete with a moderate investment, your closeup and copying equipment. Strong enough for a 4x5", yet compact in storage (two-piece post) and equally well suited for copying, medical, scientific work and movie titling. Camera bracket permits centering of camera over subject. 15x18" metal baseboard practical for large originals. 1½" diameter pole is 38" high. *Shipping Weight 11 lbs.*

Gooseneck LIGHT ATTACHMENT $5.95

With C clamps, fits copystand or enlarger pole. 2 bullet reflectors. $1.69 add'l. Ship. Weight 4 lbs.

FREE with orders over $3.00, or send 25c for CLOSEUP DICTIONARY

CLOSEUPS with the ARGUS C-3



RANGEFINDER-COUPLED, parallax-free closeups become simple snapshots with the new PROXI-FOCUSER which fits ingeniously over range and viewfinder windows and makes focusing and composing as foolproof as ever.

Plus I model focuses to 20"; Plus 2 model from 20" to 13"; Plus 3 model from 13" to 10".

Each Proxifocuser comes in a leather pouch with a matched Ser. V closeup lens to fit filterholder ($1.25 from us). Proxifocuser, with closeup lens, any model, Reg. $4.95, sale-priced at $2.49. All 3 Sale-priced at $6.98. Plus 1, 2, -3 Proxifocuser, with extension tube set (for complete focusing range from 36" to 2") $10.75.

EXTENSION TUBES

make possible extreme closeups, even to a 1:1 coverage. New extension Tube set contains 5mm, 15mm, 30mm metal tubes, and table showing coverage and setting $5.95
Shpg. Cost. ea. item 10c

3-D CAMERA OUTFIT $11.50

includes 3-D camera, 3-D viewer, 12 3-D mounts

Here is a sensational stereo outfit for the photographer who likes 3-D but cannot invest in expensive outfits. This outfit consists of the famous Hanscel Trivision Camera (original list $28.85 plus tax), the special 3-D viewer (original list $7.85) and 12 3-D mounts for stereo pairs. Trivision camera has matched hard coated, color corrected lenses with three openings (8, 11, 16), fixed focus from 4 feet to infinity, dual shutter with 1/30th speed. Standard 828 film produces 6 stereo pairs or 12 single pictures. *Shipping Weight 3 lbs.*
Hanscel Stereo Mounts: 24 for $1.50, 100 for $5.00.

SPIRATONE BACKS AND RECOMMENDS THESE NATIONALLY KNOWN QUALITY

LEATHER GADGET BAGS

Made by one of the foremost manufacturers in the field, and exclusively offered by us, through a special purchase, below or close to the usual wholesale prices. These bags are all brand new first class merchandise not to be confused with "seconds" or "closeouts" of inferior leather bags. Ship. Wt. of Gadget Bags 2, 3, 4, 6 & 6 lbs.

SP2. The SP2 is liked for its all-around versatility. Made of top-grain elk-tanned cowhide, the SP2 will be yours for years of rough handling. One large, two small inside pockets, one convenient, yet not bulky, outside opening zipper pocket, rigid shape-retaining bottom, reinforced with brass studs. 8"x10"x3"—recommended for the camera fan who likes his filters, exposure meter, extra films accessible, yet prefers extreme compactness. Available nationally at $10.00—a Spiratone buy at

$5.59

SP3. Basically of the same overall construction as the SP2, the SP3 boasts in addition a roomy outside pocket that will hold plenty of the extras that make picture-taking real fun. Reflex Camera owners with lots of accessories will appreciate the added conveniences of the SP3. Budget-priced at half of list..... $6.95

SP4. A jumbo-sized, well-made genuine cowhide bag of beautiful appearance. Ample in size — 9"x11½"x4" —for small press cameras and plenty of accessories. Zipper around top for easy accessibility of contents. Roomy inside pockets and an extra large outside pocket. $10.95

SP5. A top-grain pigskin bag for the advanced amateur or professional, large enough for press cameras (10"x12" x5"), or for taking "both cameras" along. "Wraparound" zipper, flashgun holder, shoulder pad. If you couldn't afford that $30.00 bag, you won't pass up the SP5 at a 54% saving. $13.95

SP6. The latest addition to our line, and one of the finest. An oversize genuine cowhide pressbag, 10½"x 14"x5", largest size available in gadget bags costing normally $40.00 to $50.00. Adjustable strap with shoulderpad runs around bottom of bag—no equipment too heavy for this bag! Inside cover are a battery case holder and a zippered pocket; on sides are one large pocket for meter, two small ones for filters. Adaptable inside partition. Back and bottom are fibreboard lined for extra support. We'd bet you'd only expect to pay that little only for a plastic bag, for the cowhide SP6 is only $17.95

Professional Column

Mr. Professional and Freelance Photographer —Spiratone Prices are the Lowest Possible, but we still want to give you, who buys for his business needs, an extra break. To obtain special Professional Price, you MUST order on your letterhead, or send business card.

Famous German WIDEANGLE FOR 4" x 5" $24.95

in famous Compur Rapid Shutter

Commercial photographers and advanced amateurs alike have waited for just such a buy! Made by Leitmeyr, an old-time German optical manufacturer, the 105mm f:6.8 coated wideangle anastigmat is for the 4x5 press camera owner just "what the doctor ordered". It covers approximately 85 degrees, and one half of the lens can be removed, converting it into a telephoto double the original focus length. The popular shutter has nine speeds from 1 second to 1/400th and B; and built-in zero (X) flash. *Ship. Cost 35c.* Lensboard, with proper opening, for Speed Graphic, $2.00. State model. 120mm WA for 5x7, in Compur Rapid $29.95. **PROF. PRICES:** deduct 15% off prices shown.

CRAIG PAN AND TILT TOP $5.98

SAVE 66% ON DELUXE

No advanced amateur or professional will want to miss this buy! Famous Craig-Thalhammer tripod head is calibrated in degrees of rotation —has "instant-on plug"—extra long handle for guiding camera and locking tilting action. Reg. $17.50. Shipping Weight 3 lbs. **PROF. PRICE $4.47**

KING SOL SOLENOID.

Assures perfect synch at all speeds with Graphic, Busch, Ciroflex Rapax, Rollei—the professional way. Instructions for press camera installation supplied —others have mechanic instal. Was $15.00. *Shpg. Chge. 10c* **$5.49**

PROF. PRICE $4.29

PROF. OFFER: King Sol Solenoid, King Life 3-cell solenoid—pushbutton battery case, 5" reflector, cord—all for $18.95

Famous Make, Professional Brand-new, 7" TWIN FLASH REFLECTOR $4.95

Government quantity cost for this exceptionally efficient reflector was $9.00 each—double our low price. Made of brass, heavily chrome-plated, aplanatic, 2½ deep, with cutout for centering screw-type bulbs, socket with ejector for bayonet base bulbs. State make of your own (Graflex, Mendelsohn, King Sol, King Life or Heiland) when ordering. **PROF. PRICE $4.19.** Shpg. Charge 50c.

COMB. OFFER: KING SOL 3-cell battery case (with solenoid control), 7" Twin Reflector, 3 ft. Coiled Kord (state for what shutter)—all for **$14.49**

Shipping Weight 3 lbs.

20 FT. CABLE RELEASE $7.95

with setscrew and booster spring

A sturdily constructed German cable for remote control work to operate with any Kodak or Compur type shutter. Imagine the many new possibilities this release opens up for you—whether you photograph wild animals, unsuspecting children at play or take a self-portrait, you'll find this release a valuable accessory. *Shp. Cost 25c.*

Other long Cable Releases, with setscrew:
40" $1.50, 60" $2.50 (Leica model add 25c)
10 ft. $4.49

PROF. PRICES: deduct 15% off prices shown.

8x10 CUTFILM

100 ASA daylight, 64 ASA Tungsten, Ortho X, 25 sheets. $4.50

3 packages for $11.95

(Note: If cut up into 4x5 cutfilm, one package yields 100 sheets)

Mfr. List $10.75 per package

**From recent Gov't surplus—tested by professional photographers.*

Film offer above and paper offer below strictly for professional photographers.

KODAK CONTACT PAPER

From recent surplus stock, dated late 1953 and 1954.

SW SM 4x5", Grades 1, 2, 3, 4, state grade 300 sheets, mfrs. list $4.95 ..... $2.25
SW SM 8x10", Grads 1, 2, 3, 4, state grade 200 sheets, mfrs. list $12.00 ..... 3.25
LW SM Flexible 8x10", Grade 3, 100 sheets, mfrs. list $5.40 ..... 1.50
LW SM Flexible 10x12", just right for photostats, 100 sheets, mfrs. list $8.10 2.00

POSTAGE-EXTRA!

Save 10.95 on Professional HEADMASTER TILTTOP $5.95

slightly shopworn

Only the discriminating photographer who has really 'shopped' for a massive tilttop that will hold any camera will appreciate this unusual buy! 180 degree tilting, with positive lock in any position. 360 degree rotation. Leather-covered camera platform. Solid metal throughout. Regularly (easily worth it!) $16.50. Sh. Wt. 4 lbs.

PROF. PRICE $4.55

Save $37.50 on Famous Make 12" x 15" CONTACT PRINTER $17.50

Made by one of the best-known manufacturers, this portable printer will serve equally well as a contact and individual printer, an X-ray viewing device or a retouching stand. Even illumination is assured by incandescent tubes (supplied by us) and the felt-covered pressure plate inside the lid guarantees perfect contact at all points. The printer is made of wood, with corners metal-reinforced. A carrying handle is provided for easy portability. Regularly $55.00. DOCTORS, STUDIOS, SERIOUS AMATEURS — DON'T MISS THIS BUY! Ship Wt 16 lbs. **PROF. PRICE $14.50**

ANSCOCOLOR FILM

A FAVORITE WITH MANY COLOR FANS

Anscocolor is made in Daylight (235 and 535) and Tungsten (234 and 534) types — other types are suitable for duplicating and non-amateur shooting purposes only.

ANSCOCOLOR RELOADS IN METAL CARTRIDGES 20 exposures, ea. $1.50; 8 for $10.50

ANSCOCOLOR BULK

27½ ft. including 5 cartridges $ 7.95
50 ft. including 8 cartridges....$13.98
100 ft. including 10 cartridges $25.95

Shipping Cost 25c, 35c, 50c

COMBINATION OFFERS:

Daylight Loader, 27½ ft. Anscocolor, 10 cartridges, 100 glass binders, all for $14.95

'Develop Your Own Anscocolor Film Outfit,' consists of 27½ ft. Anscocolor, Film Tongue Cutter, eight cartridges, a quart-size Anscocolor Developing Kit and the helpful book 'Color Photography Made Easy' with taking and processing instructions. *Ship Wgt. 4 lbs.* all for $11.89

Above outfit, plus daylight loader and five more cartridges.....$16.84

Your cost is per 20 exposure roll is actually less than $1.50 processing included!

TRIAL SET: 20 exp. Anscocolor Reload, chemicals for processing, mounts and simple instructions— all for $2.50

Anscocolor Processing by Spiratone, three day service, including mounting and 2X Color Print coupon, 20 exposure roll .....$1.00.

Film is a matter of confidence — you never know, if you get a 'bargain' until it is too late. Spiratone's prices are the lowest possible—for consistently reliable film. That's why not only thousands of amateurs, but scores of professionals, of hospitals and colleges, of scientists and government agencies—in short, critical users who can't gamble—rely on Spiratone. Play safe—use only Spiratone tested and recommended film.

Fresh 35MM Safety

Shipping Charges for 20 and 36 exp. rolls: 1 or 2 5c; 3 to 6 20c; 7 to 12 35c

KODAK 35MM MICROFILE

An extremely fine grain pan film for making reduced copies of books, letters, etc. ASA Tun. 16. Has finest resolving power of any 35mm film, 175 line per mm (double that of Plus X).
Prices for 20 exp., 36 exp. bulk, same as Infrared.

AERO EKTACHROME

In response to the great demand for dependably presented, properly processed Aero Ektachrome, we have, after exhaustive tests, made arrangements with an excellent laboratory, assuring the only correct processing which will produce good results. Allowing for an ASA speed of 40, produces well-balanced transparencies. Prices include 48 hr processing and return postage.

35mm, in metal cartridge, 20 exp., ea. $1.77 3 for $4.88
120, 620, 8 exp., 2¼ x 3¼ or 12 exp. 2¼ x 2¼ ea. ....$1.88....3 for $5.25

METAL SNAKE CHAIN $1.95 post-paid

for Exakta, Leica, Retina, Pony and others

Smoothly suspends camera at chest height for worry-free carrying without case! Elegant, practical, safe and luxurious—at half the usual cost. — with new safety locks $2.59 —

Time Exposure & Delayed Action Now Added to Every Camera AUTOKNIPS II $2.95

This most popular of all self timers in conjunction with a cable release, adds to your camera a feature many a photographer has paid a small fortune for: 11 slow speeds from ½ a second to ten seconds! Was $4.95. *Ship. Cost 10c.*

CABLE RELEASES: 4" 25c, 7" 35c, 10" 45c.

RANGEFINDER $2.95 *German All-Metal*

Employs super-imposed image system for rapid, accurate focusing from 2 feet to infinity! All-metal construction, leather covering, modern styling. Specify feet or meters. *Case .49*

Spiratone PRIVATE BRAND COLOR FILM

COLOR FILM COSTS SLASHED BELOW THE USUAL COST OF BLACK & WHITE FILM!

A carefully quality-controlled colorfilm, processed in one of the country's most modern plants. Made to our specifications, the low cost is due to direct maker-to-user distribution.

Spiratone Private Brand would cost just as much as other color films, if sold through the usual channels.

Private Brand Color Film is available in Daylight (ASA 10) and Tungsten (ASA 16) types, requires the same correction and conversion filters as Kodachrome. 20 and 36 exposure rolls are delivered ready for use in metal cartridges.

20 EXPOSURES		36 EXPOSURES	
each	$1.98	each	$3.29
3 for	5.49	3 for	8.99
6 for	10.69	7 for	19.99

Prices include 3-day processing and mounting

KODAK BLACK & WHITE FILMS

All three popular speeds, Panatomic X (Background X), Plus X and Super XX are available in 27½ ft., 50 ft. and 100 ft. lengths and 20 and 36 exposure reloads.

27½ FT. $1.39: 50 FT. $2.29: 100 FT. $3.98

Shipping Charges 10c, 30c, 30c

COMBINATION SPECIALS:

Daylight Loader with 5 cartridges and 100 feet of black and white film, a $9.99 value $7.99

FALL SPECIAL

ALL YEAR B&W ASSORTMENT:

Daylight Loader with 5 cartridges plus 27½ ft. each of Panatomic X, Plus X and Super XX.....$8.99

BLACK & WHITE RELOADS IN METAL CARTRIDGES MAY BE ASSORTED:

20 EXPOSURES		36 EXPOSURES	
each	40c	each	60c
6 for	$2.00	4 for	$2.00

35mm DAYLIGHT LOADER $4.95

including five cartridges

IF PURCHASED TOGETHER WITH MINIMUM OF $7.95 WORTH OF BULKFILM.

It's so simple to take advantage of the exceedingly low cost of 35mm bulkfilm and to load any desired length into a standard Eastman cartridge. First few reloads already make loader pay for itself.

LOADER, alone with 5 cartridges, $5.95 Sh. Wt. 4 lb.

FREE FILM TONGUE CUTTER with your order for $5.00 or more of bulkfilm, or $4.00 worth of bulkfilm plus loader. For perfect shaping of tongue to assure smooth loading. Must be requested at time of purchase.

DELUXE LOADER, with automatic counter, accepts also Leica, Contax cartridges—$10.95 or add $6.00 to comb. offers.

35mm INFRARED FILM

This film is really a challenge to the imaginative photographer. It penetrates distant haze, takes 'moonlight' scenes in broad daylight, creates unusual contrast effects.

20 exp. roll, 50c—3 for $2.00
36 exp. roll, 80c—3 for $2.00
27½ ft., $1.79—50 ft., $2.79
100 ft., $4.79—200 ft., $7.79

Use orange or red filter. For extreme results, use special INFRARED FILTER: Ser. V $1.39, Ser. VI $1.59, Ser. VII $2.39.

For Blackout (invisible) flash photography use INFRARED FLASHBULBS. 5R: Each 22c, 12 for $2.25.

35mm FILM TRIAL PACKAGES

KODAK B&W, 1 ea. 20 exp. rolls Panatomic X, Plus X, Super XX, Tri-X (ASA 200!), Infrared Microfine — a total of 120 exposures ..... $2.75 ppd.

COLOR, 1 ea. 20 exp. rolls Anscocolor, Spiratone Private Brand, Aero Ektachrome—a total of 60 exposures, all daylight type, processing included $5.25 ppd.

Now Available for Most Shutters KOILED FLASH CORD $1.98

Patented coiled cord extends to three feet, yet coils up without effort to only 7". So handy when you want to hold flash away from camera, place electronic flash closer to subject than camera! Available with standard polarized household type plug for Heiland, etc., and prong-type for Kalart to fit Compur, Prontor S, ASA (Kodak), Solenoid, Argus C4, Stereo-Realist, Praktiflex and Exakta synchronized terminals. *Shipping Charge 10c*

A $15 VALUE — Sensational Import from Germany! FAMOUS MAKE PHOTO ELECTRIC EXPOSURE METER with ER Case $6.59 ppd.

Sturdily constructed, with supersensitive electric eye for maximum range! Most compact—2"x3"x1" and light: 4 oz. Snap open protective cell cover, set desired shutter speed opposite pointer—and you are ready to read off correct opening for your film! One hand operation. One year guarantee by Spiratone and manufacturer. *Sh. Ct. 10c*

TURN PAGE FOR MORE SPIRATONE SUPER SPECIALS!

Directory of 16mm Values

16MM ACTION VIEWER $18.95

A viewer which makes editing a real pleasure, projects brilliant 2½" x 3½" pictures in full action on the built-in groundglass screen — not just one frame at a time, but in continuous motion! Operator can adjust focus to his own vision. Easy to thread, scratch-proof, scientific ventilation of lamphousing — really a blessing for movie fans with a limited budget who know they'd have to spend $40.00 and up for a viewer like it! *Ship Wt. 4 lbs.*

2000 FT. 16MM ACTION EDITING OUTFIT

Consists of Action Viewer, Splicer with automatic scraper, new 2,000 ft. rewinds — all for the unheard-of low price of $29.95

Mansfield TITLER. List $6.95, if bought WITH Action Viewer or Editor $2.95

REWINDS in pairs, with drag-brakes; for 8mm and 16mm:

1,200 ft. capacity, List $7.50 ..... $4.95

2,000 ft. capacity, List $12.50 ..... $8.49

Deluxe Metal 16mm 400' Reel and Can sets, List $9.00. 5 for $3.49

16mm value — 15MM F:1.9 BERTHIOT WIDEANGLE $12.95 ppd.

In standard C mount—focusing 1ft. to inf.

Made by France's largest lens manufacturer, this fine color-corrected lens covers a 43 degree angle (normal lens covers 27 degrees), would normally sell for four or five times our price! Needless to say—the quantity is limited

3" F:3.5 TELEPHOTO LENS $22.95

In standard C mount—focusing 3 ft. to inf.

Here is another unusual 16mm lens buy: made by a well-known Japanese movie lens maker, this luxurious 3X telephoto lens has clickstops, is coated and color corrected, carries the importer's lifetime guarantee!

COMBINATION 16MM OFFERS:

15MM f:1.9 Berthiot Wideangle	+ 3" f:3.5 Telephoto (above)	$32.95
	+ 3" f:1.9 Kinotel	49.95
	+ 3" f:2.5 Kinotel	42.95
	+ 3" f:1.8 ultraspeed Unitel	54.95

C mount lenses fit all 16mm Revere, Keystone, Bolex, B&H cameras

Matching 3" and 15mm WA Finder objectives, for B & H ..... 4.95 ea.

Directory of Flood and Flash

THREE UNIT REFLECTOR OUTFIT $5.49

Two aluminum 10" reflectors for #1, or #2 bulbs, one bullet reflector for spot effects, all three complete with swivel joint, switch, socket, clamp and cord — at a fraction of their usual cost. *Ship Wt. 5½ lbs.*

SUGGESTION: 2 #2, 1 #1 photoflood bulbs 86c.

FREE WITH OUTFIT ABOVE OR BELOW:

CLAMP-ON EASEL, permits placing of reflectors anywhere.

Only Spiratone offers you this $11.00

PHOTOFLOOD STAND FOR TWO REFLECTORS ONLY $6.49

The Ideal Indoor Lighting Set-up

3-section metal stand extends to 6'4". Sturdy, braced legs with rubber tips. Stand telescopes compactly to only 2 feet. Positive locking at any desired height. 22" crossbar. Can also be used to hold screen, backgrounds. Two spun-aluminum 10" reflectors (for #1 or 2 photofloods), complete with sockets, switches, 6' cords, ball-socket swivel joints, rubber-jawed spring clamps. Can be used on crossbar or furniture. Complete outfit $6.49.

Shipping Wgts.: Stand 4 lbs. Reflectors 4 lbs.

Suggestions: Two #2 photoflood bulbs ..... $ .66

Extra Clamp-on bullet with bulb (for semi-spot) .. 1.79

Photoflood Stand with Crossbar only 3.49

Tilting Crossbar (180 degree) for Photoflood Stand. 97c

FOLDING 4-LITE 6.89

Folds right into half and into your gadget bag. Separate on-off switches control inner and outer bulbs. Uses new GE bulbs (not included) safe on house circuit. Lightweight - metal construction. 10 ft. cord, removable handle for tripod use. For movie and still, color and black and white. Same in metal carrying case $9.95. *Ship Wt. 3 lbs.*

FREE: Dictionary on common 35mm film terms. State camera you have when requesting.

TELEPHOTO-WIDEANGLE SET $99.95

for Leica, Canon, Complete outfit incl. univ. finder

Here is the most sensational accessory lens set ever offered to Leica and Canon owners. Set contains world famous-for-sharpness 135mm f:3.8 Telecolinar, 35mm f:3.5 Zeika Wideangle and Multifocus Finder for 35mm, 50mm, 90mm, 135mm, with parallax correction, and leather case. Lenses are coated, color-corrected and rangefinder-coupled. Leather Cases extra, 135mm $5.75, 35mm $3.95. *Sh. Ch. $1.00*

FREE with above set: Super-Nooky rf-coupling closeup device, worth $19.95. (State normal lens).

Screw-in & Bayonet — BODY, REAR & LENSCAPS ea. $1.00

for Leica, Canon, Kine Exakta, Praktica, Contax S — 3 (asstd.) for $2.69

BODY CAPS protect camera body, shutter, when lens is removed. REAR LENS CAPS are a must for all your extra lenses. And FRONT LENS CAPS make perfect seal against any harm to optics, cannot fall off. All caps precision machined aluminum. Available for Sonnar, Biotar, Primoplan, Tessar, Trioteir—be specific when ordering.

for the Twin Lens Reflex Fan

Sensational, new SPLIT-IMAGE RANGEFINDER for Rolleiflex, Rolleicord, Ciroflex, Graflex 22, Ricohflex $4.95 ppd.

IN FOCUS — OUT OF FOCUS

Here, at last, is an accessory which 2¼ x 2¼ reflex camera owners have been demanding for years—and at a price which was considered impossible to meet! Rangefinder is built into groundglass which replaces your present groundglass (we supply complete instructions for this very simple installation, or your local mechanic can do it at a nominal cost), breaks straight lines at an angle until perfect focus is reached. Wonderful for poor light focusing, a 'must' for the many photographers who insist on perfect focus.

Parallax-Correcting Close-Up Sets for ROLLEI, CIRO, ARGO, UNI, IKO, GRAFLEX, KODAK, and other twinlens

REFLEX CAMERAS PLUS 1 SET $3.95; PLUS 2 and 3 SETS, $4.95 ea.

Set consists of matched close-up lenses for taking and viewing lenses, including parallax-correcting prism at a fraction of the usual cost—yet unconditionally guaranteed. Lenses fit standard filter-holders—specify if you have Ser. V or VI. Parallax-correcting lens requires Series V holder for viewing lens, available from us. For Kodak Reflex, Graflex 22, Ricohflex, Ciroflex, Ikoflex $1.00 for Rollei bayonet f:3.5 $1.75: for Argoflex, Uniflex (set-screw) $1.40.

Ship. Cost ea. set 10c

A sensational Spiratone Exclusive worth 2½ times as much! FIELD LENS—$2.00

A flat thin Fresnel ring plate which fits over groundglass in your reflex camera, greatly increasing brilliance of viewing image, making the often almost invisibly dark corner image ten times brighter! No installation—just drop fieldlens onto groundglass. Postpaid. *For Rollei, Graflex "22", Ciroflex, etc.*

MAGNIFYING HOOD $2.95

for all twin lens reflex cameras

Twin magnifier makes possible accurate focusing and composing of entire groundglass image with BOTH EYES and at comfortable distance, while protecting groundglass from glare. Saves eyestrain, helps accuracy, dim light focusing. Instantly removable and collapsible. For Rollei, Graflex 22, Ricohflex, etc. Postpaid

COMB. OFFER: Magnifying Hood plus Fieldlens $4.59

Directory of Tripod Buys

TRIPOD OF THE MONTH with Spiratone Panhead $6.66

Five-section brass, beautiful chrome finish. Extends to 46". Ideal for 35mm, 2¼ x 2¼ reflex, small folding cameras. Single motion panning and tilting action, locked by simple turn of handle. You'll agree this outfit should sell for double. Ship. Wt. 4 lbs.

7-section POCKET TRIPOD $7.99

Ship. Cost 35c

Folds down to 9" and right into your pocket! Miss that shot, because you left the heavy tripod home? No, you don't—not with the pocket tripod! 7 sections extend to 4 ft. sturdily support 35mm and light 2¼x2¼ and 2¼x3¼ cameras. Rubber tips, leg stops. Wt. 13 oz.

Deluxe Tiltop $1.49

3-SEC. TRIPOD WITH GEARED ELEVATING ACTION $15.95 — SAVE $14.00

Made by one of best-known tripod manufacturers and nationally selling at $30.00, has geared center post, and can be rapidly elevated to 71"! Hardened, anodized aluminum tubular legs collapse to only 26", making this 66 oz. tripod compact to carry. Single action handle allows effective panning and tilting. While sturdy enough for the 4x5" press camera, owners of lighter cameras, even 35mm, will appreciate the superb construction, the practical design, the extreme usefulness of this tripod. *Ship Wt 7 lbs.*

WALKING STICK TRIPOD $3.49

An $8.82 value. A rigid tripod whose legs fit together to make a walking stick. 42" high. *Shpg. Wt. 3 lbs.*

For the value-conscious owner of a LEICA, EXAKTA, PRAKTICA

Famous 135MM F:3.8 SUN TELEPHOTO $49.95

FOR PRAKTICA, PRAKTIFLEX FX, CONTAX, S, D, DA, KINE EXAKTA, EXA

Dual Purpose

The most versatile 135mm lens, in reg. 3 ft. to infinity focusing mount, with optics removable for complete range bellows focusing! Lightweight, satin-finish, leather trimmed barrel, engraved depth of field scale and sharply-resolving optics make the SUN your best buy! FREE with SUN lens: Your choice of Bellowscope Jr., Eye-level Prism Finder (for Praktica, Praktiflex FX), or SP 5 gadget bag.

ROOF PRISM FINDER for EXAKTA V VX with RANGEFINDER PRISM $39.95

Latest German import! Replaces the waist level finder, shows unreversed, right side up, brilliant image! Split image prism rangefinder instantly shows correct focus. Roof Prism Finder without rf $27.95; Rangefinder Prism with groundglass, for your Pentaprism Finder $16.95 (no installation needed).

Leather case $1.75. *Shipping Cost 25c.*

FOR THE 2 x 2 SLIDE FAN

SAVE 50% FAMOUS MAKE 2 x 2 PROJ. $13.49

including deluxe case

Yes, now you can buy the popular Mansfield convection-cooled 100 watt 35mm slide projector, in its elegant case, for half the regular price of $26.90. Diecast design in neat grey hammertoid finish, raising and lowering device, on-off switch, dual slidecarrier. Scientific condensing system combined with fast, sharp f:3.5 projection lens produces maximum brilliance with 100 watt bulb.

200 watt model, blower-cooled, with case, reg. $39.95 ..... $19.95

300 watt model, has extra large blower, with case, reg. $45.00 $27.50

SPECIAL: *Buy 40 x 40 Tripod Screen, at $9.18, together with projector and we will send you FREE Slidomatic automatic slide dispenser with outfit.*

While they last—no more can be made to sell at that price!

CLOSEOUT SPECIAL: 2x2 SLIDE PROJ. $7.49

All metal, compl. with 100 wt. bulb, concentrating condensor, color-corrected 4" f:3.5 lens. Streamlined and efficient. *Sh. Wt. 4 lbs.*

3 DR. DELUXE TU-TONE SLIDEFILE $7.95

Model S-300R is made of plywood elegantly leatherette-covered. Its hinged door assures dustproof storage, the handig convenience in carrying. Really a 'piece of furniture', not just another slidefile. Drawers are slotted and hold up to 900 redimounts or 300 glass slides. 4 drawer model $9.69

Sequence Model (S-300G) has movable partitions, holds up to 450 glass slides..... $7.95

Shipping Weight 4 lbs.

S-400R, same as S-300R, but with 4 drawers, thus giving 33⅓ more storage space $9.69

Sequence Model (S-400G) holds up to 1440 redimounts, or 600 glass slides. $9.69

Shipping Weight 5 lbs.

FREE with 3, 4 drawer slide files: 8 luminex reflector frames for slides, worth $4.00!

1800 SLIDE CAP. SLIDEFILE $8.95

Opens up on both sides. Uses popular sequence filing system. Holds 600 glass slides, up to 1800 cardboard mounts. Plated hardware, reinforced corners, carrying handle, index system, leatherette covered plywood. Reg. $14.95. *Shpg. Wt. 6 lbs.*

Comparable to 6c Slidebinders — 2x2 Glass Slidebinders 2½¢ ea. in lots of 200

The biggest bargain in quality slidebinders ever offered and one of the finest methods of mounting transparencies (35mm Argus, Leica size) between glass! Pregummed Fibreboard, self-centering of slide, provision for type-on titles, dustproof, lintfree, shockproof—all these advantages are yours for less than the usual cost of glass alone! Why risk fingerprints and scratches on your irreplaceable color shots? 200 for $5.00. Ship Wt. 5 lbs.

800 for $18.95

Sample package of 20 2x2 glass and 3 2x2 metal binders, postpaid $1.25

200 singleframe (Mercury) Masks $1.75 | Masks for glass

200 Square (Robot, Tenax) Masks $1.75 | & metal binders

2x2" cardboard mounts for single frame (Mercury size) transparencies 50 for 55c Ship. Wt. per 100 1 lb.

Save up to 50% on 2 x 2 METAL Slidebinders as low as 4¢ ea.

The ultimate in simplicity! Aluminum glass binders, may be used over and over again. Just place transparency between glass, insert in metal non-warp frame. Sample package of 18, $1.50 ppd.; 54 for $3.51; 100 for $5.95; 600 for $29.95; 1800 for $72.00.

Shpg. Wts.: 2 lbs., 5 lbs., 21½ lbs., 60 lbs.

2 for $4.19, 4 for $8.00 — 2x2 ALL METAL SLIDEFILE, $2.19

Accommodates 300 redimounts or 150 glass-slides. Slots prevent rattling. Index. Clamp lock and handle. *Ship. Wt. 3½ lbs. each.*

New Mansfield SLIDEBINDER 2 x 2 and 2¼ x 2¼ $2.59

For the cleanest, the most efficient way for binding slides between cover glasses (2x2 or 2¼x2¼). It's the new Mansfield Slidebinder. While glass sandwich is held in rubber-covered viselike arrangement, tape can be rolled freely and applied to glasses. *Shpg. Wt. 2 lbs.*

Brand New German Made REFLEX HOUSING FOR LEICA, CANON $29.95

Ready-to-use, with dual cable release system

Never before could so small an investment change your Leica, Canon into a single lens reflex camera, ideal for parallax-free close-up, telephoto, medical and scientific work! Focus with formerly impossible fraction-of-inch accuracy through adjustable magnifier on bright, curved groundglass, turn for vertical shots with equal ease and press release: mirror jumps up, exposure is made of exact image you saw! Use with extension tubes or bellows for closeups, with special 135mm tele lens for complete closeup to infinity range.

REFLEX HOUSING

Save more still by buying combinations:

+ Folding Bellowscope 42.95
+ 3 pc. ext. tube set and special ctd. 135mm f:3.8 SUN telephoto 69.95
+ Folding Bellowscope and special ctd. 135mm f:3.8 SUN telephoto 79.95

Leathercase for lens $5.75

All prices include excise tax. Postage and insurance MUST be prepaid, even when no shipping weight is stated—overpayment will be credited in full. Everything listed is brand-new (unless otherwise stated) and fully guaranteed against defects. 25% deposit on C.O.D.'s. Items marked 'Free', 'Premium' or 'Bonus' MUST be requested at time of purchase. Foreign orders welcome—slight extra handling charges apply.

SPIRATONE INC.

49 WEST 27th ST., NEW YORK 1, N. Y.

Send mail order to: 135-06 NORTHERN BLVD. DEPT MII, FLUSHING 54, N. Y.

To enjoy High-Fidelity* in your slides and movies . . .

DA-LITE "PUSH-BUTTON"

Challenger ®

The White Magic glass-beaded screen that gives your 2-D slides and movies visual depth and true-to-life brilliance! Compare it with any other 2-D screen made. Your eyes will see the glory of color as never before! 30" x 40" **$24.75**
with durable Zipper Case **$30.65**

see them on a

Da-Lite HI·FI the world's only high-fidelity "PUSH-BUTTON" PROJECTION SCREENS

DA-LITE "PUSH-BUTTON" SILVER KING†

Best for 3-D, and color, but its silver surface is so fine you can use it for 2-D as well! Has all the features of the Challenger, plus that extra something that makes home 3-D so startling you'll think you're at your favorite first-run movie theatre!
40" x 40" **$31.95**
with durable Zipper Case **$37.85**

† Trade Mark

DA-LITE® perfection in projection since 1909

. . . famous for quality since 1909
Da-Lite projection screens reflect every tone, every sparkling detail of your slides and movies from the whitest whites through the entire range of color to the deepest blacks—wide-angle screens for larger audiences—White Magic screens with all the color magic of nature built into every square inch of their superior mildew and flame-resistant surfaces!

Visit your dealer soon. Compare the world's only "Push-Button" screens with any other make, and see the difference for yourself! So brilliant . . . so easy to use . . . they make all other screens obsolete!

FREE! *"Perfection in Projection" Booklet
Tells how to get more thrilling brilliance in slides, movies.
MAIL COUPON TO: Da-Lite Screen Co., Inc.
2729 N. Pulaski Road, Chicago 39, Ill.
Send my copy of the Perfection in Projection Booklet!
NAME.....
ADDRESS.....
CITY..... ZONE..... STATE.....

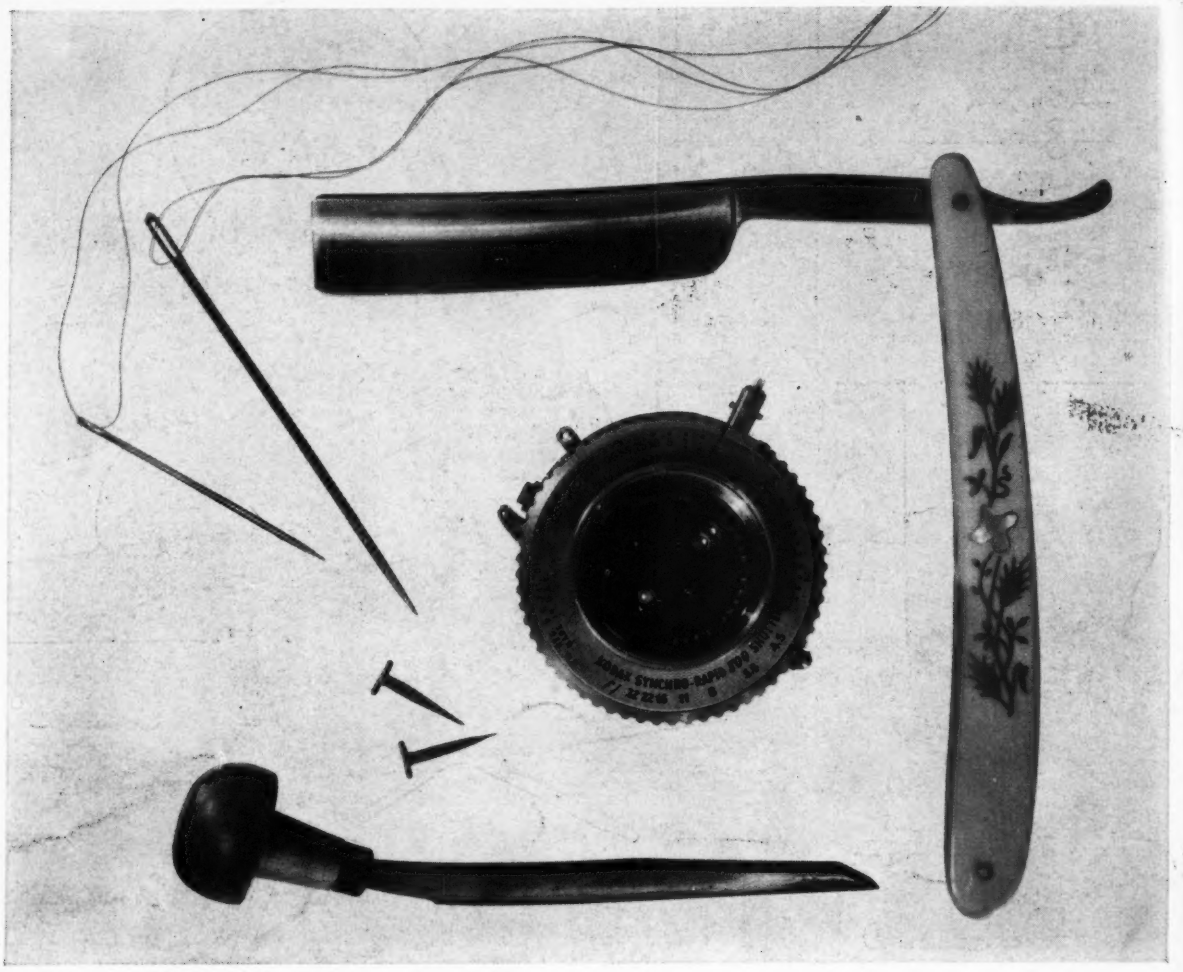
"PUSH-BUTTON" IN ACTION

1. Hold screen vertically above floor . . . touch "Push-Button" at gooseneck . . .
2. Extension rod pops up . . legs glide open . . .
3. Swing to horizontal position, hook and raise to desired setting

*Color, like sound, also vibrates; and only a screen built to high-fidelity standards can reproduce these vibrations the way they were when you captured them with your camera.

to see and enjoy your shows as never before insist on a . . .

Da-Lite®
PROJECTION SCREEN



HOW SHARP IS A KODAK EKTAR LENS?

We wish there were some way to tell you.

We could say an Ektar is sharp as a needle . . . a razor . . . a tack. But those are just words.

We could recite the specifications for each Ektar, the rigid standards, the microscopic tolerances. A few mathematicians and lens-making experts would understand them. But they still wouldn't show you the performance of these unsurpassed Kodak lenses.

We could print a picture—but by the time it had passed through a halftone screen, much of the crisp, clean definition of the Ektar image would be lost.

Frankly, there's only one way to learn how sharp a Kodak Ektar really is. *Use* one. Put the negatives or color transparencies under a magnifying glass. Put the transparencies in a Kodaslide Projector, Master Model (with a Kodak Projection Ektar Lens), and see them enlarged 100 diameters, 10,000 times the area. Put a negative in an enlarger (with a Kodak Enlarging Ektar Lens) and blow it up . . . and up . . . and up!

Then you'll *see* what "Kodak Ektar" means.

Kodak makes Kodak Ektar, Commercial Ektar, and Wide Field Ektar Lenses for still and studio camera use . . . Kodak Cine Ektar Lenses for 16mm movie cameras . . . Kodak Enlarging Ektar Lenses . . . Kodak Projection Ektar Lenses . . . and certain special Ektar Lenses for industrial and scientific use. The Kodak Chevron and Signet 35 Cameras are equipped with Kodak Ektar Lenses, f/3.5. See your Kodak dealer.

Kodak
—a trade-mark since 1888

EASTMAN KODAK COMPANY, Rochester 4, N.Y.